

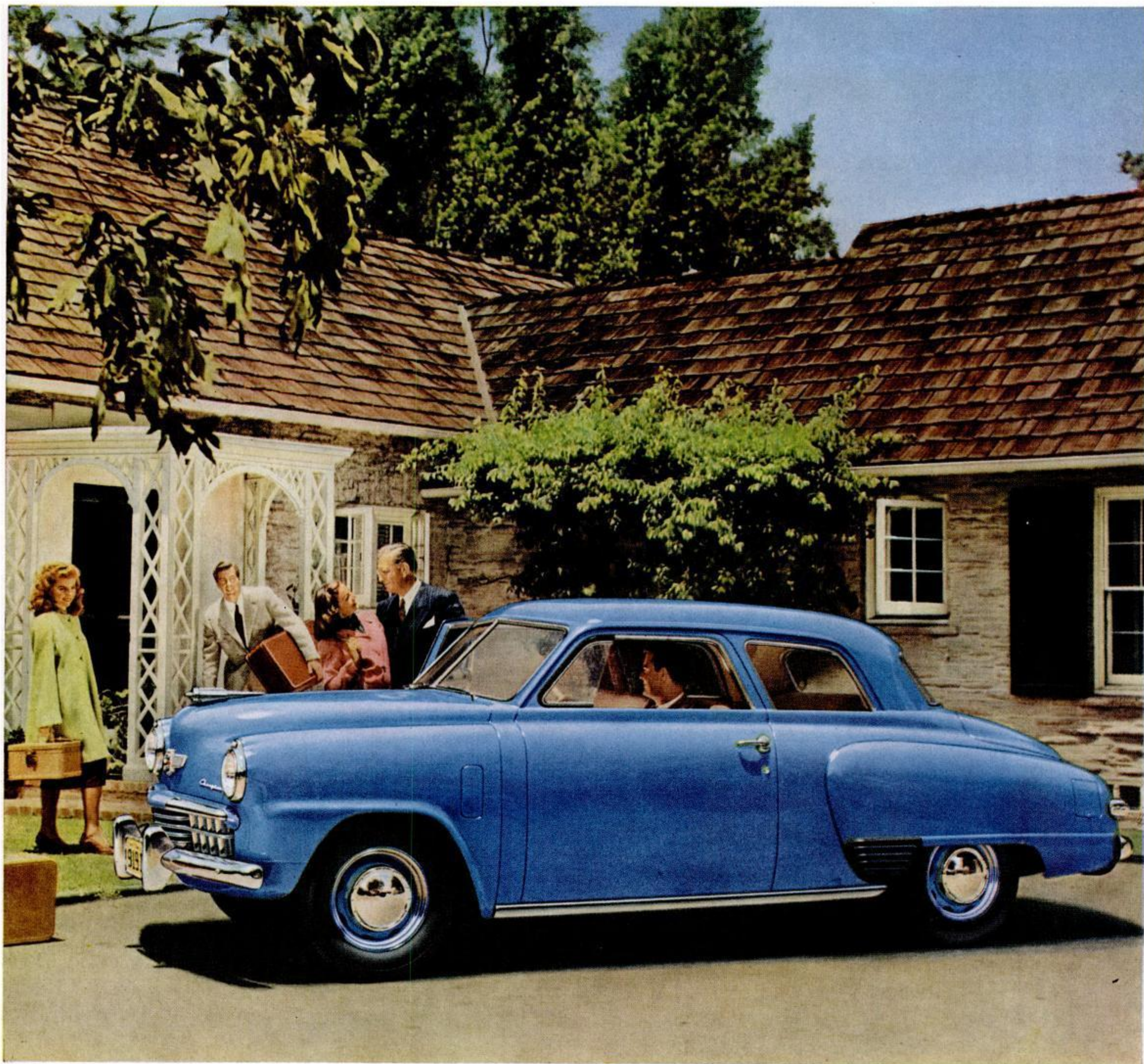
LIFE



Beginning in this issue
THE WAR MEMOIRS
OF
WINSTON CHURCHILL

APRIL 19, 1948

15 CENTS



Every ride is a glide in the lap of luxury!

Your first long-distance trip in a postwar Studebaker rates a page in your lifetime's most pleasant memories.

Some sheer magic in this low-swung dream car seems to pad the most rugged miles with velvet.

You hardly want to stop at nightfall, you feel so rested. You never enjoyed relaxed ease like this in any traveling you did before.

You never saw so much from any sedan or coupe, as you do through Studebaker's panoramic new windows and windshields.

New look outside—new outlook inside—there's a wonderful new kind of motoring for you in every new Studebaker Champion or Commander.

Be sure to see them all—including the fabulously fine new 1948 Studebaker convertibles and Land Cruisers—just as soon as you can.

New 1948 Studebaker
First in style

© The Studebaker Corp'n, South Bend 27, Indiana, U. S. A.

Good-bye Whisk Broom
Hello Blue Suit!



NOW HE WEARS his blue suit proudly . . . and he's thrown his whisk broom away. For a long time it was brush . . . brush . . . brush to remove those telltale flakes and scales of infectious dandruff. Then he read about Listerine Antiseptic and started using it regularly, with massage.

And, Bro-ther, what a difference! Those distressing flakes and scales began to disappear like snow before the sun. His scalp felt wonderfully cool, fresh and healthy, and his hair looked the way it used to look.

Kills "Bottle Bacillus"

If you have ugly flakes and scales better get started quick with Listerine Antiseptic and massage. The flakes and scales may mean infectious dandruff. If they do, Listerine Antiseptic treats the infection as an infection should be treated . . . with germicidal action; kills millions of the stubborn "bottle bacillus" (*Pityrosporum ovale*) which

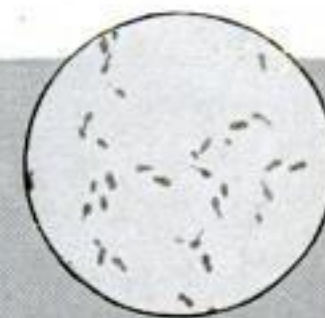
many dermatologists say is a causative agent of the trouble. In clinical tests, twice-a-day use of Listerine Antiseptic brought marked improvement within a month to 76% of dandruff sufferers.

You simply douse it, full strength, then follow through with a vigorous massage. No messy salves. No smelly lotions. No fuss. No bother.

Make it a "Must" Every Week!

If you are smart, you won't wait until infectious dandruff gets a "head start"; you will make Listerine Antiseptic and massage a part of your regular hair-washing routine. It's a healthful precautionary measure that may spare you a nasty siege of trouble. LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

INFECTIOUS DANDRUFF?
LISTERINE ANTISEPTIC - Quick!



The "Bottle Bacillus"
(*PITYROSPORUM OVALE*)

P.S. Listerine Antiseptic is the same antiseptic that's been famous for over 60 years in the field of oral hygiene

"I found the night... and it was dark as his eyes...

I felt the dawn... and it was tender as his arms...

In the hollow of my beloved's hand... I saw

the whole world... and my own destruction!"

*Vivien Leigh
in the most
magnificent love
story ever
written!*

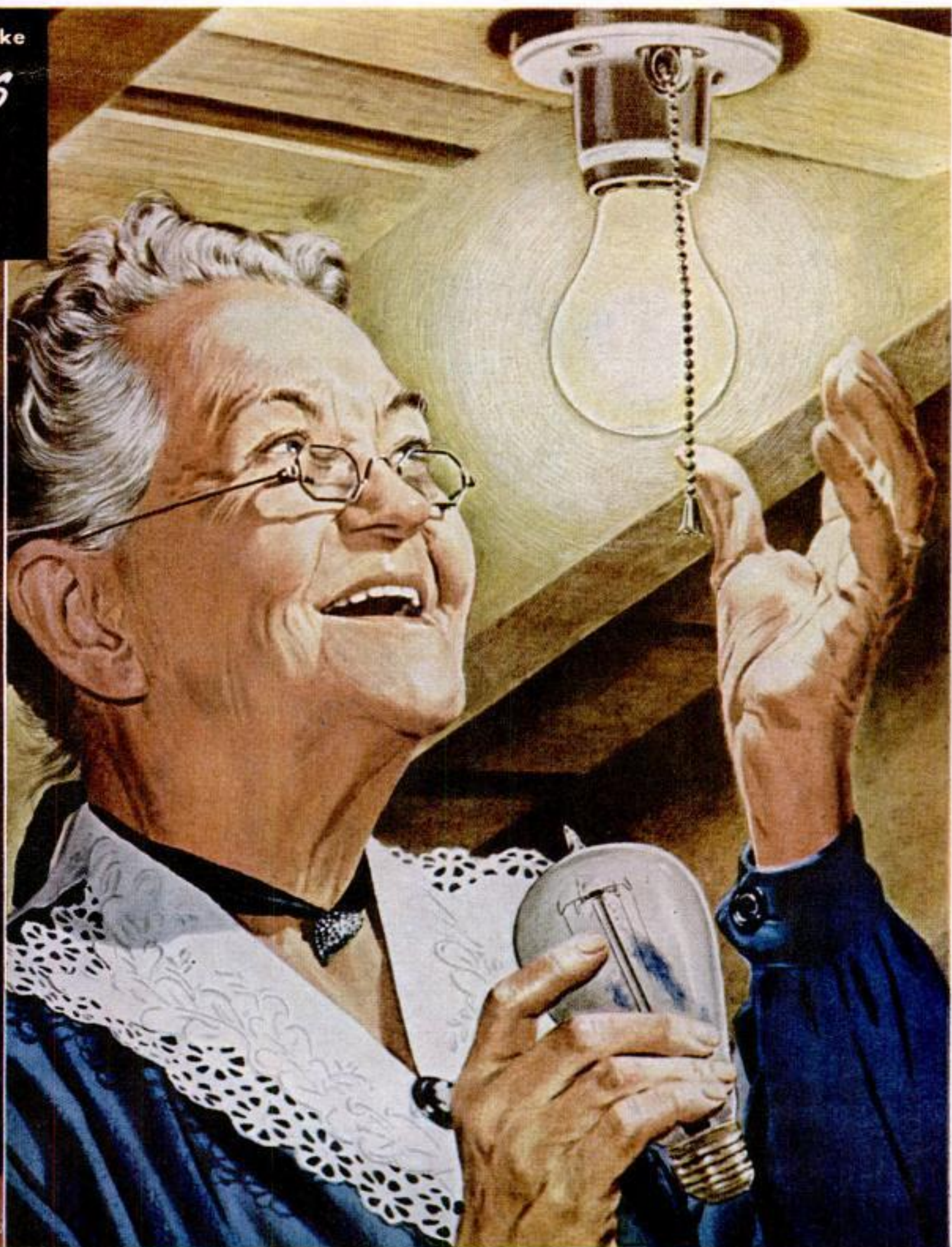
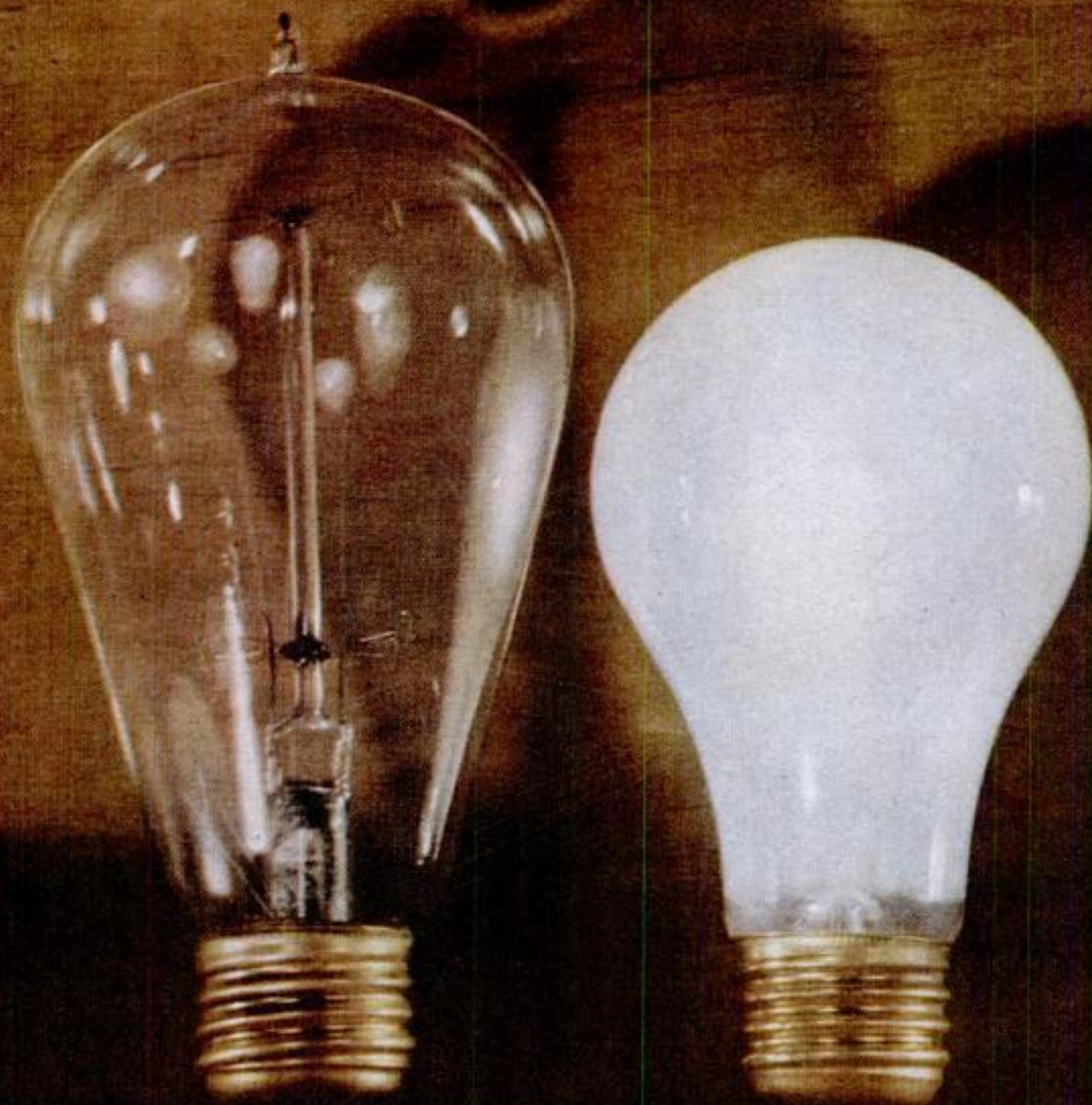


with KIERON MOORE • SALLY ANN HOWES

Directed by JULIEN DUVIVIER • A London Film Production • Released by 20th Century-Fox

G-E Lamp research is always at work to make

*General Electric lamps
stay brighter longer*



The smaller we made it
the **BIGGER** it grew!

WHICH of the two 60-watt bulbs above looks bigger to you? Guess again! In terms of light output—true measure of a bulb's size—the one on the right is bigger by 56%!

Through constant research, General Electric lamp scientists have found ways to shrink a light bulb's size—making it easier to handle and store—while at the same time giving you more light for your money.

Today's compact 60-watt G-E bulb, frosted

inside to reduce glare, not only is lots brighter than its bulky 1923 predecessor, it costs less, too! Just 11 cents plus tax, compared to 40 cents twenty-five years back.

So why skimp on good light—and all the good living good light means? Today's G-E lamps, constantly improved by research to stay brighter longer, actually cost less than before the war. Stock up now! And look below for other handy, low-cost G-E lamps to make life "brighter" for everyone . . .

PRICES SUBJECT TO APPLICABLE TAXES



HAVE THAT "SUNSHINE" LOOK all year with G-E ultra-violet sunlamp. Fits any A.C. socket. Safe, easy to use. Only **\$9.95**



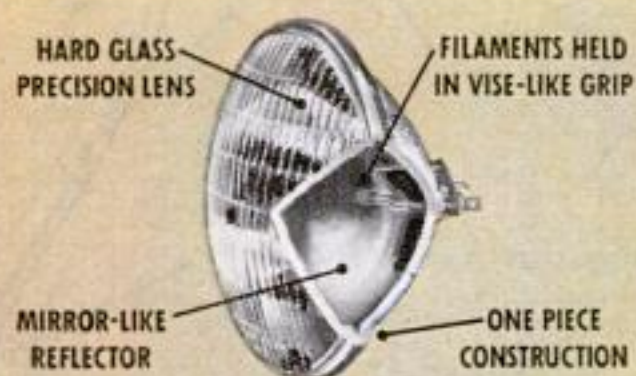
DRY NAIL POLISH AND HAIR, ease aching muscles, with G-E infra-red heat lamp. Fits any socket. Splatter-resistant. Only **\$2.95**



G-E SILVERED BOWL bulb casts light upward for soft, indirect light. Many sizes for home, offices, factories. 500-watt only **\$1.70**



G-E ENAMELED WHITE bulb. Easy on the eyes. For use where extra protection from glare is needed. 60-watt **16¢**



G-E SEALED BEAM auto headlamps give 12% more light on the road and do not grow dim! See your service man now and have your lights checked!

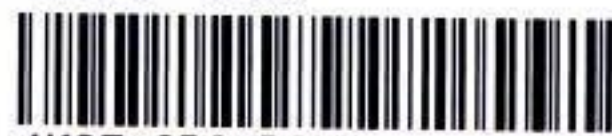


STOCK UP on G-E light bulbs at today's lower-than-prewar prices. See your 150-watt **15¢** 100-watt. . . . **20¢** G-E dealer now!

G-E LAMPS
GENERAL  **ELECTRIC**

HEAR "WILLIE PIPER", COMEDY HIT PRESENTED BY G-E LAMPS, THURSDAY NIGHT, ABC.

This One



4K9F-QD0-D2HZ

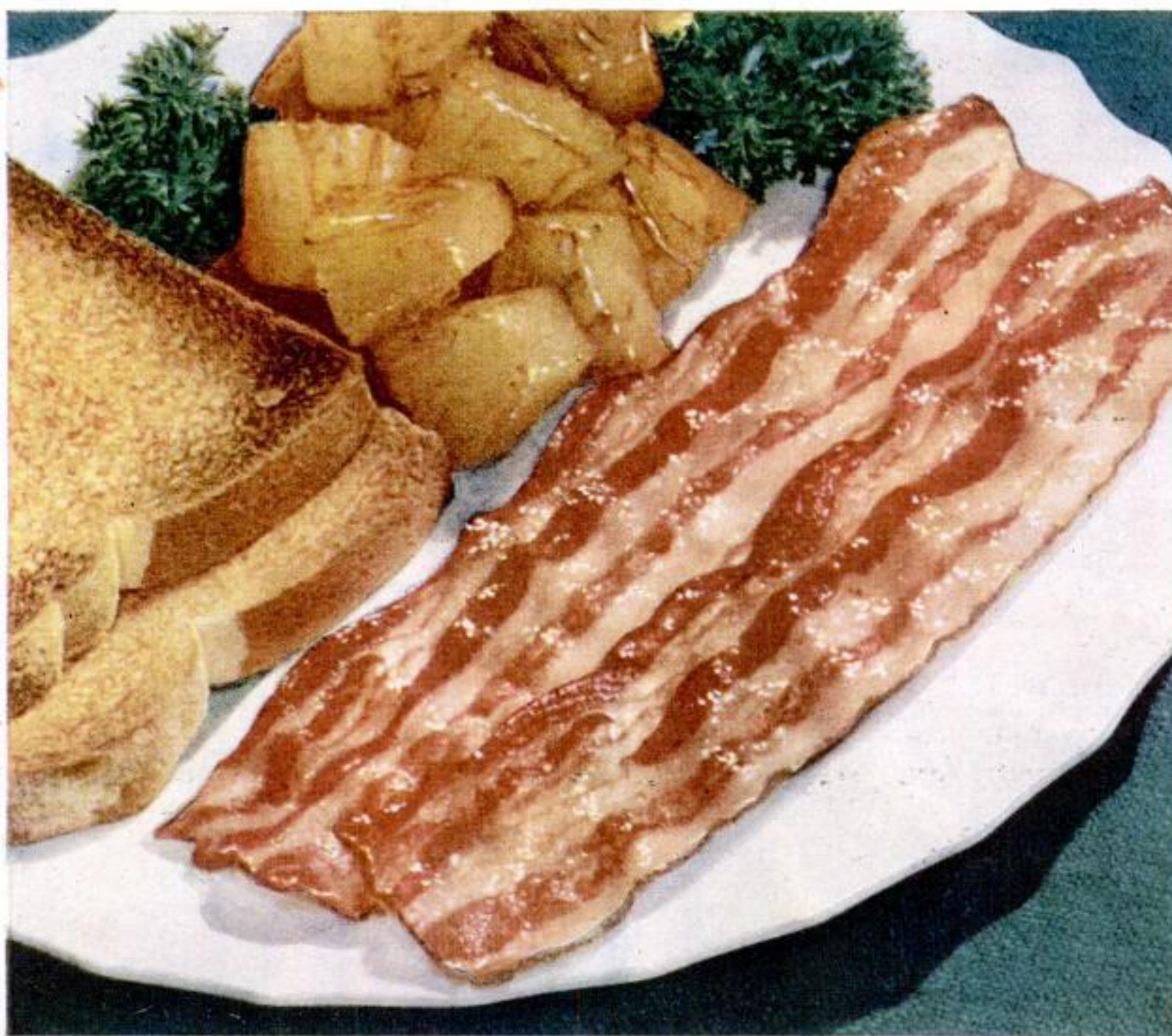
Copyrighted material

They'll start off in high... with
**Brighter
 Breakfasts!**

YOU'RE USING BACON WISELY when you bring it on for breakfast. For nutritionists say breakfast is the day's most neglected meal, and bacon—zesty *Swift's Premium Bacon*—has the “come on” that wakes up morning appetites . . . plus needed nourishment.



THERE'S ENERGY VALUE that lasts for hours in nourishing *Swift's Premium Bacon*. And what a *sparkle* it gives to breakfast! *Swift's Premium's* famous *sweet smoke taste*—different from that of any other bacon—has made it far and away America's favorite, preferred to the next 25 brands combined.



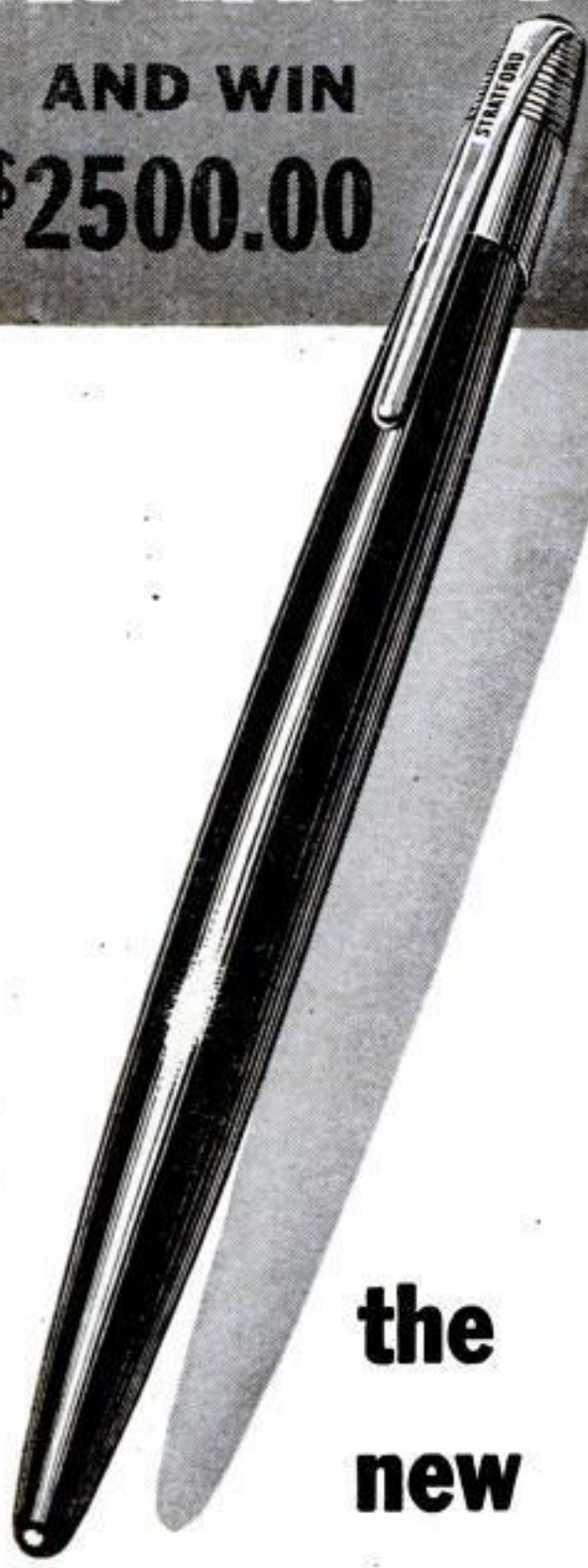
**Swift's Premium
 Bacon**  **with the
 sweet smoke taste!**



THESE DAYS, CAREFUL COOKING is especially important. For now more than ever you don't want to waste a smidgen of delicious *Swift's Premium Bacon*. Here's how to cook it: Place in cold frying pan; do not overcrowd. Cook slowly; turn often. Drain on absorbent paper. For crisp bacon, pour off fat as it accumulates (and save for future use). Canned pineapple chunks fried in bacon fat are a tangy breakfast accompaniment. *P. S.* Why not plan to serve *Swift's Premium Bacon* for dinner once a week? Fine with noodles, macaroni, sweet potatoes, Spanish rice.

NAME IT

AND WIN
\$2500.00




the
new

Stratford



prize
pen

in **BALL** or **HOODED** point

- **NEW** functional, featherlite cap gives tireless writing balance.  **BALL POINT**
- **NEW** clip extends beyond cap; slips more smoothly into pocket.
- **NEW** design provides 30% more unbroken holding space  **HOODED POINT**

FIRST PRIZE: \$2500.00 CASH
and 12 runner-up prizes of
FAMOUS PORTABLE RADIOS

EASY CONTEST RULES: 1. Suggest name for this pen and statement of 15 words or less as reason for your choice. Prizes will be awarded for best name and statement submitted. 2. Name and statement must be written on the official red wrapper which comes with the prize pen. 3. Judges' decision final. Duplicate prizes in case of ties. 4. Any resident of the Continental United States may compete, except employees of the Stratford Pen Corp., their advertising agencies and their families. Contest subject to all federal, state and local regulations. 5. Entries must be postmarked before midnight June 28, 1948. 6. No entries will be returned. All entries and ideas based on them become the property of the Stratford Pen Corp. 7. Winners will be notified by mail as soon as possible after close of contest.

Stratford Reg. U.S. Pat. Off. Design Pat. Pend.—Mod. 10065

STRATFORD Pen Corporation
Salz Building, New York 1, N. Y.

LETTERS TO THE EDITORS

NEWS FROM CZECHOSLOVAKIA

Sirs:
How do you account for the fact that despite your reporters' being barred from Czechoslovakia, you were able in your March 29 issue to publish an excellent account of the reaction to the Communist regime by the Czechoslovakian people, complete with photographs?

MURRAY HAZAN

New York, N.Y.

● While LIFE is banned in Czechoslovakia, its correspondents are not. LIFE Photographer Walter Sanders went into Prague at the time of the coup, left and was allowed to re-enter to cover Masaryk's funeral. LIFE's Czechoslovakia representative, Patricia Zegart, is still on the job.—ED.

THE GENERAL'S SOCKS

Sirs:
What kind of socks are being worn by General Omar Bradley, Army Chief of Staff (LIFE, March 29)? Are those civilian socks or has something new been added to the Army?
In spite of General Bradley's being



SHARP SOCKS

considered a "good Joe," let it be known that we civilians demand that our military heads keep themselves what we in the U.S. Marine Corps called "sharp." ...

WILLIAM F. CROKER SR.

Hartford, Conn.

● According to Army regulations, chiefs of staff can wear whatever uniform they like. General Bradley's socks, although not regulation, are a conservative dark-brown rib and much less spectacular than the gray uniforms, fancy hats and battle jackets worn by Admiral King and Generals MacArthur and Eisenhower respectively.—ED.

GOEBBELS' DIARIES

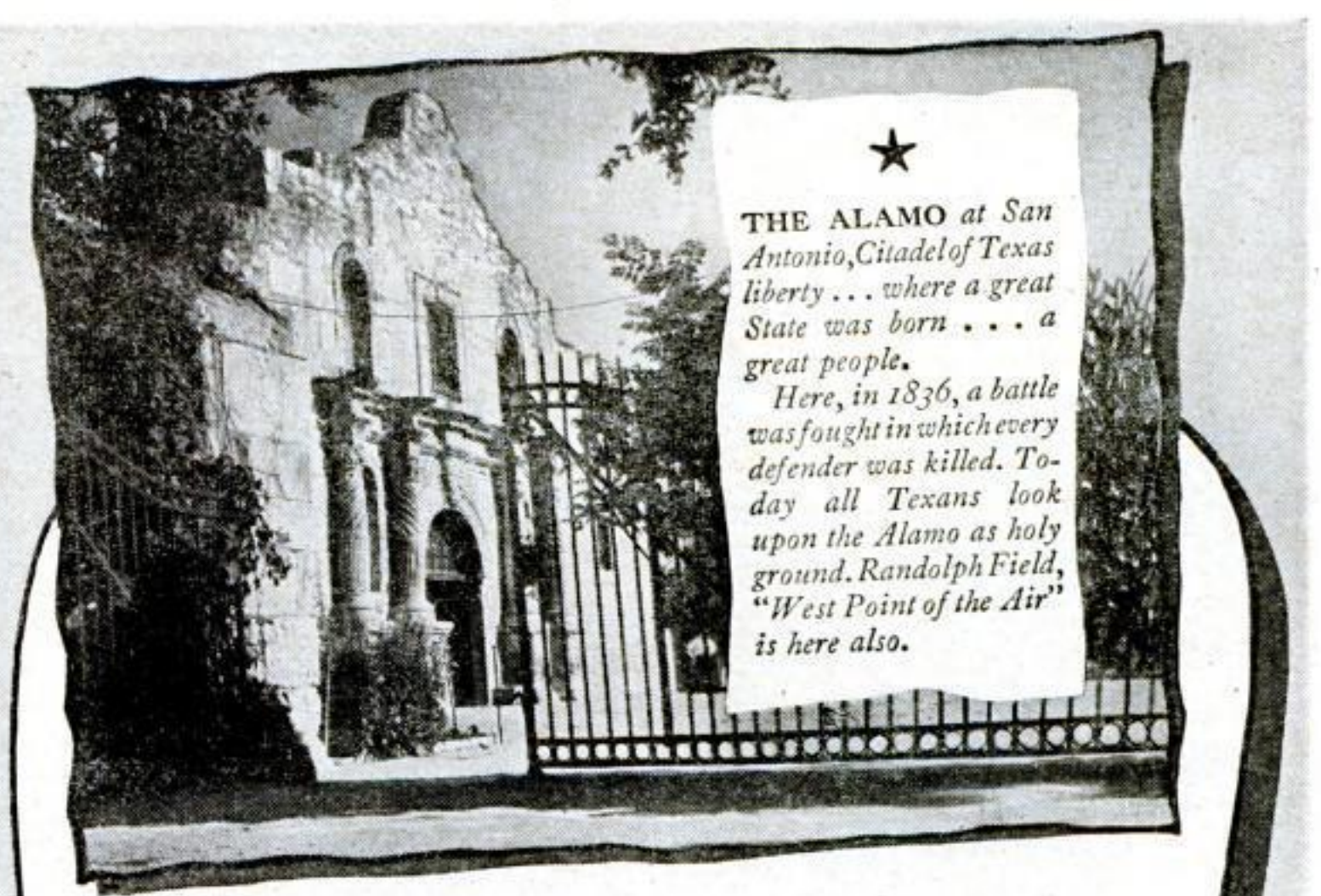
Sirs:
Regarding your article "The Goebbels Diaries" (LIFE, March 29), I participated, in July 1946 while a member of the Counter Intelligence Corps, in the arrest of Konrad Goebbels, the notorious brother of Joseph Goebbels. Konrad, publisher of a chain of Nazi newspapers in Hesse and high-ranking party leader, was hiding in a hunting lodge in the Odenwald near Darmstadt, Germany. In an interrogation Konrad Goebbels vehemently defended his brother's actions. He himself remained intransigent in his firm belief in the Nazi ideologies.

ERIC OPPENHEIMER

Columbia, S.C.

SIRS:
AS FORMER DOCUMENT SPECIALIST
U.S. MILITARY INTELLIGENCE SERVICE

CONTINUED ON PAGE 8



★
THE ALAMO at San Antonio, Citadel of Texas liberty... where a great State was born... a great people.
Here, in 1836, a battle was fought in which every defender was killed. Today all Texans look upon the Alamo as holy ground. Randolph Field, "West Point of the Air" is here also.

Yes! Texas is Great!

Great in so many ways, so many things, that even a Texan sometimes is bewildered when he is describing its greatness to the visitor from some other section of the country. Whether he tells about cattle, or cotton, or oil, or natural gas, or iron ore, or college football, or well dressed, good-looking women, or just plain size, he can speak with enthusiasm and pride and certainty. And he is just as enthusiastic about the fine flavor of...

Beech-Nut Gum

the popular favorite
throughout Texas
for years



Beech-Nut
BEECHIES
Candy
Coated
Gum
Good, too.



DOWNTOWN DALLAS, Big "D", the hustling city with the charm of yesterday and the spirit of tomorrow.

FORT WORTH, where the West begins, showing the beautiful Will Rogers Memorial Coliseum and Auditorium.

THE SPLENDID CAPITOL IN AUSTIN reflects the proud past and the glorious future of the Lone Star State.

BUSY HUSTLING HOUSTON once an inland city, now the largest oil shipping seaport in the world.



Are you sentenced for life to the messy, monotonous job of washing dishes?

Dishes for breakfast . . . dishes for lunch . . . dishes for dinner. Dishes . . . dishes . . . dishes! They pile up in the sink . . . they "eat up" your evenings . . . they ruin your hands.

No matter what we say, we can't tell you anything you don't already know about the dreariness, the drudgery of washing dishes three times a day, seven days a week.

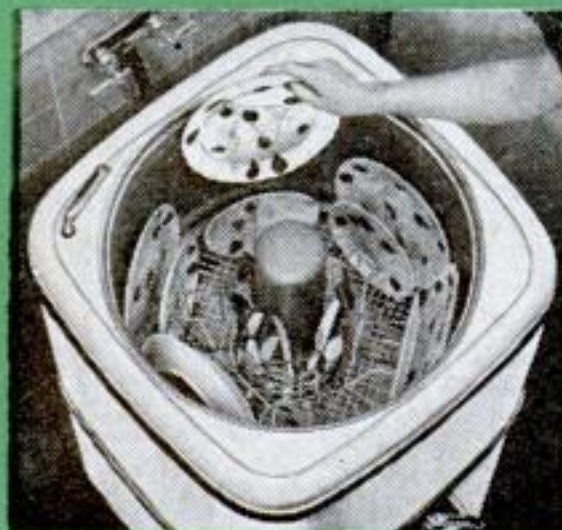
But we CAN tell you how to get rid of all the mess and misery of dishwashing—right now. Get yourself the new Thor Automagic Dishwasher. A postwar wonder if ever there was one! Read about it here . . . see it at your Thor dealer's—in action.



Saves at least one hour of work a day

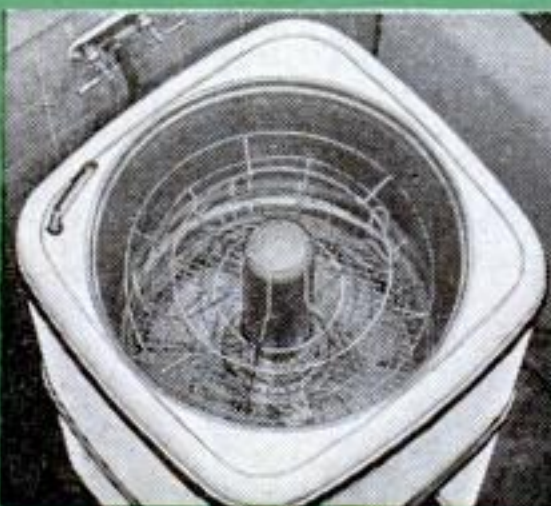
Washes dishes better than by hand

Cleans, sanitizes, rinses and dries



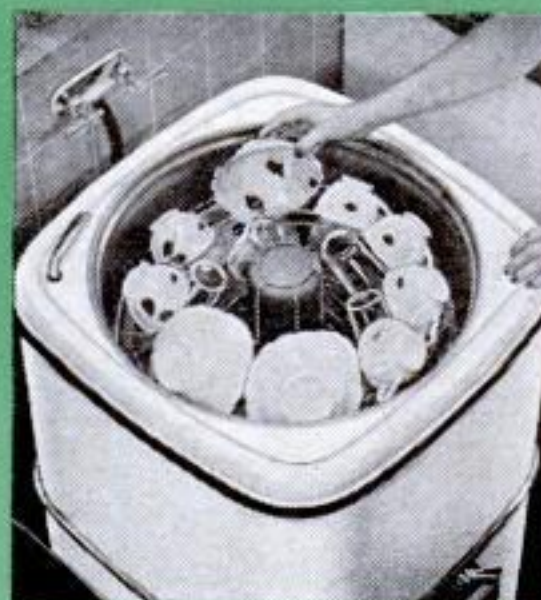
Loads At The Top—convenient removable racks are easy and quick to fill. There's a place for everything . . . even silver.

Safe—Gentle—only the water moves in the Thor—your finest china and glasses are held safe in cleverly designed racks. And *you* control the force of the water action.



Clean—Hygienic—Sanitary—drum and racks are stainless steel—outer cabinet is porcelain enameled—and the Thor Automagic flushes itself constantly and immaculately clean as you use it!

Big Capacity—washes dishes, glassware and silver for 4 to 6 people in one load! You just flick a switch.



MORE THOR ADVANTAGES!

Uses Less Hot Water Than Any Other Dishwasher—does the whole job from start to finish with no more hot water than three teakettles full. That's often less than for dishpan washing!

No Hand Pre-rinsing—just scrape dishes—the Thor Automagic washing action is so efficient it does the whole job—not just part of it.

Thor Whirling Water-Jet Rinse leaves dishes and glasses a-sparkle!—more effective, more sanitary because you can use hotter water.

Now you can do the dishes with a song on your lips...

THOR Automagic DISHWASHER

has features no dishwasher ever offered before!

Here at last is the dishwasher of your dreams! The new Thor is so simple, so easy to install, you can start using it tomorrow and forget you even own a dishpan.

You'll have an extra hour every evening to enjoy . . . you'll wash breakfast and lunch dishes in one batch . . . you'll be a new woman!

The Thor is engineered on a brand new

principle that uses astonishingly little water yet has a special action that gets dishes *really, really* clean. And it handles every dish and glass as gently as you would. *Only the water moves!*

Best of all . . . Thor has brought the cost of this wonderful dishwasher away down . . . actually one of the most inexpensive household appliances you can buy!

Here's how you do Dishes the THOR Automagic way

A. Scrape dishes as you clear the table.



B. Put them in the Thor Dishwasher.



C. Thor washes, rinses and dries as you merely flick a switch!



Costs less than you dreamed possible!

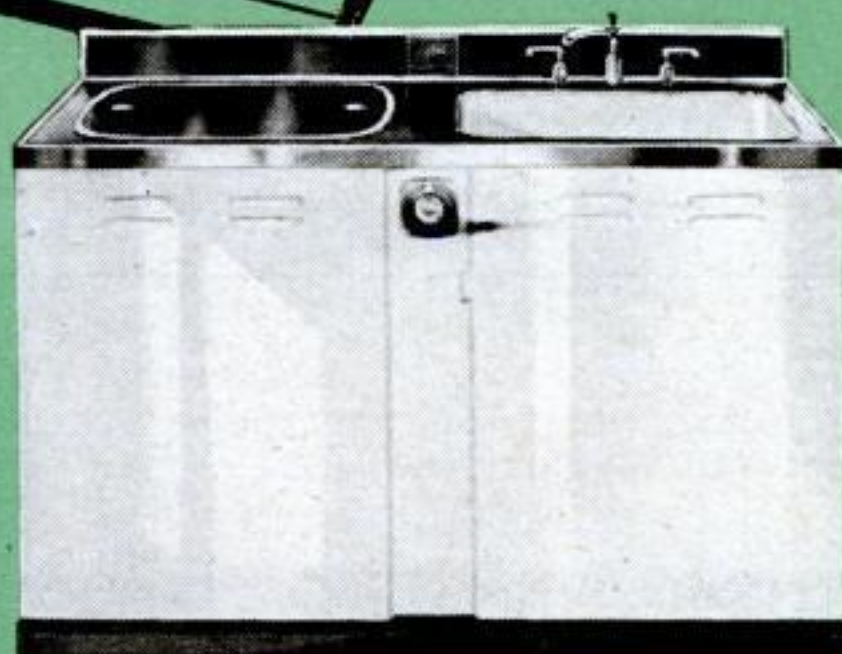
\$219⁵⁰

Including normal installation

HERE'S THE THOR CLOTHES WASHING UNIT

You Can Add For Only \$49.95

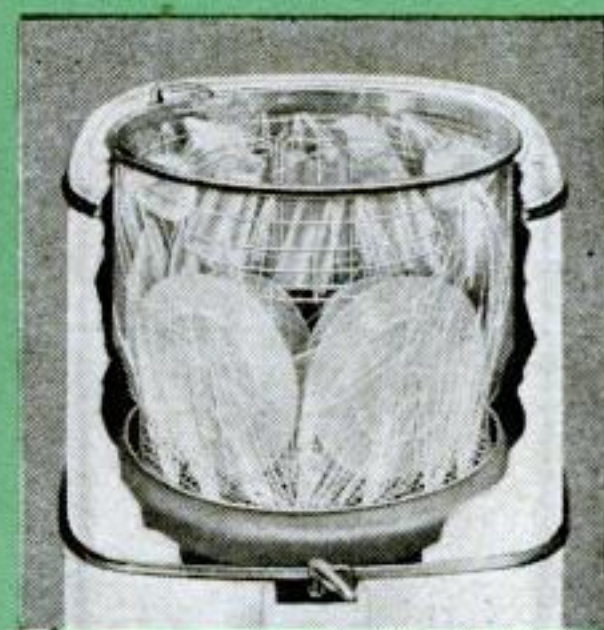
When you're ready to replace your present clothes washer, you can have a wonderful, wringerless Thor just by getting the Thor Automagic Clothes Washer unit. Imagine! TWO worksavers for little more than the cost of one!



And you can have the Thor Dishwasher and Clothes Washer in this brilliant new

THOR AUTOMAGIC SINK

Here is the grandest sink you ever laid eyes on . . . a gleaming beauty that includes the Thor Automagic Dishwasher Unit PLUS the Thor Clothes Washer Unit with ample space for storing either unit when not in use. Modernize your present kitchen with this complete washing center . . . specify a Thor Automagic Sink when you buy or build.



Thor Whirling Water-Jet Action—washes dishes cleaner than by hand—flushes away food and grease with a cleansing jet-bath of detergent. No valves to operate or clog—an exclusive feature. Water never goes through any opening of less than 3/4-inch diameter. Water empties almost instantly.



No Hand Drying Necessary—dishes and crystal dry in racks ready for cupboard. The Thor rinses dishes clean and sparkling—with no spots or film deposit that need wiping off.



Only 5 Minutes To Wash and Rinse A Whole Load! Saves you hours of the meanest kind of work every day.

No Permanent Installation Needed. No other dishwasher is so easy and inexpensive to install . . . or so flexible as to where you place it in your home.

THOR CORPORATION

Chicago 50, Illinois
Thor-Canadian Company, Ltd.,
Toronto, Canada

Plants in
Chicago, Illinois; Bloomington, Illinois;
El Monte, California; Toronto, Canada;
London, England

*REG. U.S. PAT. OFF.

Thor Corporation
2115 South 54th Avenue, Chicago 50, Illinois
Please send Booklet of Information on the following:
☐ Thor Automagic Dishwasher ☐ Thor Automagic Sink
☐ Thor Automagic Clothes Washer

Name.....

Address.....

City..... State.....

L-4



MOTHER WARNED ME...



MARION: She said marriage isn't all peaches and cream . . . that Dick and I would tiff once in a while. And this is it. He's hardly spoken to me all day. Of course, I have been kind of crabby lately. H-m-m... maybe he doesn't know *why*...



HONEY, MY STOMACH'S SO UPSET.. AND I CAN'T SLEEP NIGHTS. WHAT SHALL I DO?

DICK: So that's what's wrong with her! Poor kid . . . no wonder she's been so short with me lately! She's probably been eating the wrong kind of food—and as a result, has acid indigestion. Well . . . we can fix *that* in no time!



HERE, DEAR. SWALLOW THIS AND SEE HOW FAST YOU GET RELIEF!

DICK: Years ago, my doctor told me that double-action Phillips' Milk of Magnesia is not only a marvelous *laxative*, but one of the fastest, most effective *antacids* known to science. So Phillips' Milk of Magnesia is what I gave Marion.



NEXT DAY...

MARION: Phillips' is just *wonderful*! Almost by the time my head touched the pillow, I felt better! Slept like a kitten . . . awakened this morning with a smile, not a scowl . . . and, as you can see, everything's peaches and cream again!

SO GENTLE FOR CHILDREN...SO THOROUGH FOR GROWNUPS

PHILLIPS'

MILK OF MAGNESIA

Liquid or Tablets

Get the 50¢ bottle: Contains three times as much as the 25¢ size. Also in convenient, pleasant-tasting tablet form — 25¢ a box, less than 1¢ a tablet.



LETTERS TO THE EDITORS

—CONTINUED—

CENTER OVERSEAS I FOUND REASONS TO DOUBT AUTHENTICITY OF GOEBBELS DIARIES CURRENTLY PUBLISHED IN LIFE. . .

JOHN R. KOHR

OTTAWA, CANADA

● "Of its [the diary's] genuineness there can be no doubt. If other tests were inapplicable, internal evidence would establish its authenticity. The style, substance and ideas are such that anyone familiar with the man can recognize them; such, indeed, that no one could have invented them." So writes H. R. Trevor-Roper, former British Intelligence officer and a history don at Oxford University who was officially charged with the investigation of Hitler's death. Comparison with previous diaries by Goebbels, including *My Part in Germany's Fight* (Hurst & Blackett, Ltd.), plus the special government paper and distinctive oversized typewriter used, further documented their authenticity.—ED.

Sirs:

You devoted a good many of LIFE's pages to Goebbels' diary. I for one do not give a damn what a man like Goebbels' thoughts were. . . .

BENITA J. BLITZER
Age 10

New York, N.Y.

CHESTER BOWLES'S FREE ENTERPRISE

Sirs:

Can you get Mr. Bowles to explain his version of the American system which he says the steel monopolists have forgotten (Letters to the Editors, LIFE, March 29)?

If he or I do not like the way they run their business we can start one of our own, we can agitate for Congress to pass a law or we can just write gripping letters. That, it seems to me, is the American system.

H. E. GHOLSON

Clarksville, Tenn.

● Mr. Bowles replied to Mr. Gholson's letter as follows:

"My version of the American private enterprise system calls for prices arrived at by vigorous competition in a free market.

"The steel industry violates this concept in two ways. First, the industry refuses to increase its facilities sufficiently to meet the demand for steel products. Second, steel prices move in unison, which is a fairly

CONTINUED ON PAGE 11

FOR THE CONVENIENCE OF LIFE'S
NON-SUBSCRIBING READERS

To see life
To see the world
To eyewitness great events

I want to see **LIFE** each week.

PLEASE ENTER MY
SUBSCRIPTION TO
LIFE FOR

☐ ONE YEAR at \$6.00
☐ 2 YEARS at \$11.00
☐ 3 YEARS at \$15.00

NAME PLEASE PRINT

ADDRESS

CITY ZONE STATE

I enclose \$ ☐ Please bill me
L-4-19

(Mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.
Or give it to your newsdealer)

Your Shoes are Showing!



Embarrassing, isn't it?

YOU NEED **SHINOLA**



- 1 Neat-looking shoes are an important part of good grooming.
- 2 Shinola's scientific combination of oily waxes helps keep shoes flexible—and new-looking longer.
- 3 Shinola is easy to apply and economical to buy. You'll find it PAYS TO KEEP 'EM SHINING WITH SHINOLA.

In Canada It's 2-in-1

HOLIDAY

The most talked about
Pipe Mixture in America



LARUS & BRO. CO., INC.
RICHMOND, VA.

Forster
IDEAL
WOODENWARE
TOOTHPICKS
CLOTHESPINS
PICNIC PACKAGES
SPOONS AND FORKS
A GREAT NAME FOR OVER 60 YEARS



"MAMA'S WRITING A NEW
NATIONAL ANTHEM ABOUT
FORD VISIBILITY—
'OH BOY, CAN YOU SEE!'"

"PORTLAND, AS THE RECORD
SAID TO THE DISC JOCKEY,
'LET'S TAKE A SPIN!'"

"FORD'S MAH PERENNIAL
CANDIDATE, SON. MAH NEW
CAMPAIGN SLOGAN IS, 'WATCH
FORD IN '48'...48, THAT IS!"

Ford's out Front in Allen's Alley

Fred Allen and his Gang tell why:

AJAX
CASSIDY

"ME BOY, THAT BAKED-ON
FINISH IS SHINIER THAN
THE BRASS RAIL AT
KERRIGAN'S KOZY KORNER."

"A FORD COSTS LESS
TO FEED THAN A
COW IN CLOVER, BUB."

TITUS MOODY

MRS.
NUSSBAUM

"MINE HUSBAND, PIERRE, SAYS
THAT WHEN HE'S RIDING IN A
FORD CAR HE'S COZY AS A
HERRING IN SOUR CREAM."

"V-8 OR SIX, FORD
HUMS A PRETTY DITTY!"

THE DEMARCO SISTERS

There's a *Ford* in your
future

TUNE IN...THE FRED ALLEN SHOW—
NBC, SUNDAYS, 8:30 PM, E.S.T.



NEW FACTS ON MIRACLE-TUFT
(Fourth of a series)

50¢

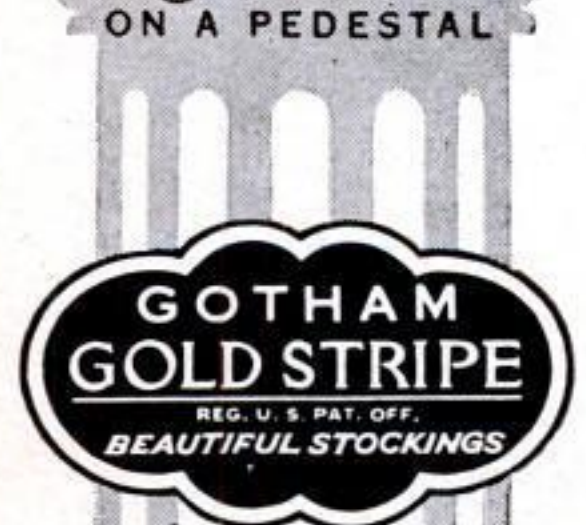
Dries out faster between brushings ... completely, because of DR. WEST'S extra water-proofing!



This amazing brush dries out even faster than a pair of nylon hose or "undies." The reason—Dr. West's exclusive waterproofing has reduced sogginess, the enemy of cleansing power, to a minimum. The result—springy "Exton" brand bristles that stand ready morning, noon and night to "sweep" your teeth sparkling clean! What's more, it's sealed in glass for sure protection and guaranteed a full year. See, at left, how this precision instrument reaches every tooth better.

Co. pr. 1948 by Weeco Products Company

Copyrighted material



GOTHAM GOLD STRIPE NYLONS

FANTASY is your color for Spring. It's a subtle gray to wear with pastels, prints, grays, black or medium blue. In Gotham Gold Stripe Friv-O-Lace* nylons...circled with decorative lace just below the Gold Stripe. All nylon, 30 denier. Buy them at your favorite store. If not obtainable, use coupon.

GOTHAM HOSIERY COMPANY, INC.
200 MADISON AVENUE, NEW YORK 16, N. Y.
Gotham Hosiery Company of Canada, Ltd.
Dominion Square Building, Montreal

GOTHAM HOSIERY COMPANY, INC.—DEPT. L 419
200 MADISON AVENUE, NEW YORK 16, N. Y.
I would like to buy the stockings illustrated "On A Pedestal." Please send me, through a local store, one pair Gotham Gold Stripe "Friv-O-Lace" in 30 denier nylon, FANTASY, Style 4304, at \$1.65 a pair. My size is..... I enclose Check ☐ or Money Order ☐. (Don't send stamps.)

NAME.....
ADDRESS.....
CITY..... STATE.....
Coupon orders filled only in the U.S.A.

*TRADE MARK

LETTERS TO THE EDITORS

—CONTINUED—

clear indication that the industry fixes them by agreement.

"Mr. Gholson suggests that if I don't like the situation I can start a steel mill myself. Even if I had the technical know-how and the capital, I am afraid I wouldn't get very far. Any outsider who dared to step into this tightly held industry would be headed for economic oblivion.

"Let me offer a countersuggestion. The military experts say that we are short of manpower for the Army. The economic experts say that we are short of steel. Why don't Mr. Gholson and I both suggest to Congress that before our young men are placed on a war basis, legislative steps should be taken to insure the production of the steel which our country needs so badly, whether the future be one of war or peace?"

CHESTER BOWLES

Essex, Conn.

ART IN "LIFE"

Sirs:

Referring to your captured-art story (LIFE, March 29): why so many pages of your magazine devoted to "art?" Most people who read LIFE do not understand it anyway.

M. M. KNIGHT

Bay City, Mich.

Sirs:

LIFE is truly a great magazine and best of all are its prints of famous paintings. I've saved them for years and consider them as valuable as a millionaire would an original collection.

ROBERT M. LOWE

Rocky Mount, N.C.

McCARTHY RETURNS

Sirs:

We know that Joe McCarthy has made some shrewd moves in his baseball career but I doubt if he ever made southpaw Stan Spence over into an infielder (LIFE, March 29). May we chalk this up as your mistake and not McCarthy's?

ERLING JORSTAD

Kenyon, Minn.

● Nobody has made a mistake—yet. Spence, a hard-hitting outfielder by trade, has also played first base on previous occasions. McCarthy needs a new first baseman and thinks he can convert Spence to that position permanently.—ED.

PALESTINE

Sirs:

I, as a Christian still possessed of a conscience, wish to register my protest against your "Easter in Palestine" editorial (LIFE, March 29). It is positively putrid.

R. KARLSON

Jersey City, N.J.

Sirs:

Every time I read one of your editorials on Palestine my blood starts boiling. The latest was the final touch.

It may be your opinion that the Jewish people will never have a state of their own, but how ironical of you to devote a page of your magazine to peace in the Holy Land, and in your own words deny those of the Bible which state that Judea was and again shall be the homeland of these homeless people.

ESTHER NEARMAN

Charleston, W.Va.

CONTINUED ON PAGE 14



Exciting PRELL REMOVES DANDRUFF IN AS LITTLE AS 3 MINUTES!

LEAVES HAIR Radiantly CLEAN Radiantly SMOOTH

You look radiant after a Prell shampoo! For this amazing emerald-clear Radiant-Creme contains a marvelous cleansing ingredient that leaves hair radiant and free from embarrassing dandruff. Doctors' examinations proved that Prell removes unsightly dandruff in as little as 3 minutes, that regular Prell shampoos control it.

Prell goes farther than any other known shampoo—cream or liquid—because it's concentrated for economy. And hair is so easy to do after Prell—it's manageable, sleek, smooth. Fun to shampoo from that handy tube too—no slippery bottles or messy jars. Get Prell today—for ALL the family!



Here's What the Rileys Say About Prell

RILEY: Dandruff's a mess on your coat or your dress. So we Rileys shampoo with Prell.

MOM: And "Prell'd" hair shines so—it just seems to glow. And arranges so smoothly and well.

JUNIOR: No jar that will slip or bottle to drip—That Prell tube is sure on the beam.

BABS: It's so economical, the lather's astronomical—That's Prell, the new Radiant-Creme!

Enjoy "The Life of Riley" Saturday Nights—NBC



U. S. REG. D. PAT. OFF.

THE LUSTRON HOME

REG. U.S. PAT. OFF.

... the house America

A PROGRESS REPORT BY CARL G. STRANDLUND, PRESIDENT, LUSTRON CORPORATION



Carl G. Strandlund,
Builder

It is my pleasure to announce that America's first truly volume-produced home will be exhibited in a number of cities this spring. We will be prepared to deliver these homes starting in July.

The Lustron Home is built in a factory by the same mass-production, unit-assembly and precision methods that have made the motor car the greatest industrial achievement and economic benefit of the century.

It is assembled on the site by a local builder-dealer with local labor.

It will bring to you and your family what we call "*a new standard for living.*" I also like to call it "*a home of cheerful convenience*" because it is so much easier to live in, to keep clean.

Plant Being Equipped

As with television, there was a lot of talk about low-cost, mass-produced homes before they became a reality, but now, in the Lustron Home, they are really on their way.

The production lines are now shaping up in our plant at Columbus, Ohio, which we acquired on November 1 of last year.

The plant has more than a million square feet of floor space and will permit the production of 45,000 homes annually, when we get rolling.

Our organization of skilled engineers and technicians is rapidly being completed, and after three years of experimentation and struggle, we are now really "a going concern."

We have started our Lustron School where all factory supervisors and builder-dealers will receive thorough training in the special techniques required.

Arrangements have been completed for the negotiation of mortgage loans by individual buyers with a minimum of confusion, paper work and red tape.

Basic Principles

Two things especially I want to make clear:

1. The Lustron Home is not to be confused in any way with prefabricated houses as they have been known

in the past. It offers basic advantages, modern conveniences and permanence not to be found in any other house at any price.

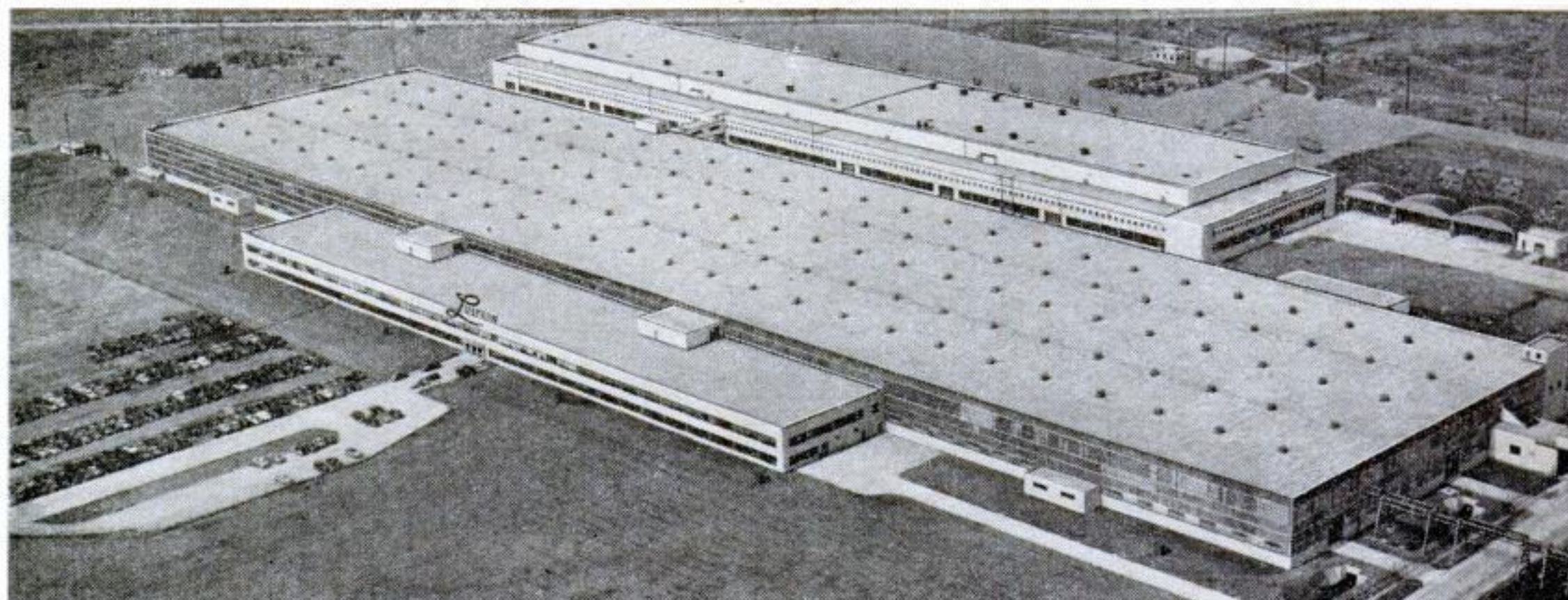
2. While we will help relieve the housing situation, this is not an "emergency" or "stopgap" project but is planned on the long-range basis of complete customer pride and satisfaction and as a new contribution to the art of living.

As soon as the Lustron Home is put on display I hope you and your family will visit it and really get the feel of it.

There will not be nearly enough Lustron Homes to go around for a while, but if you become a Lustron owner, I want to employ this first printed message of our company to wish you many years of happiness within its walls.

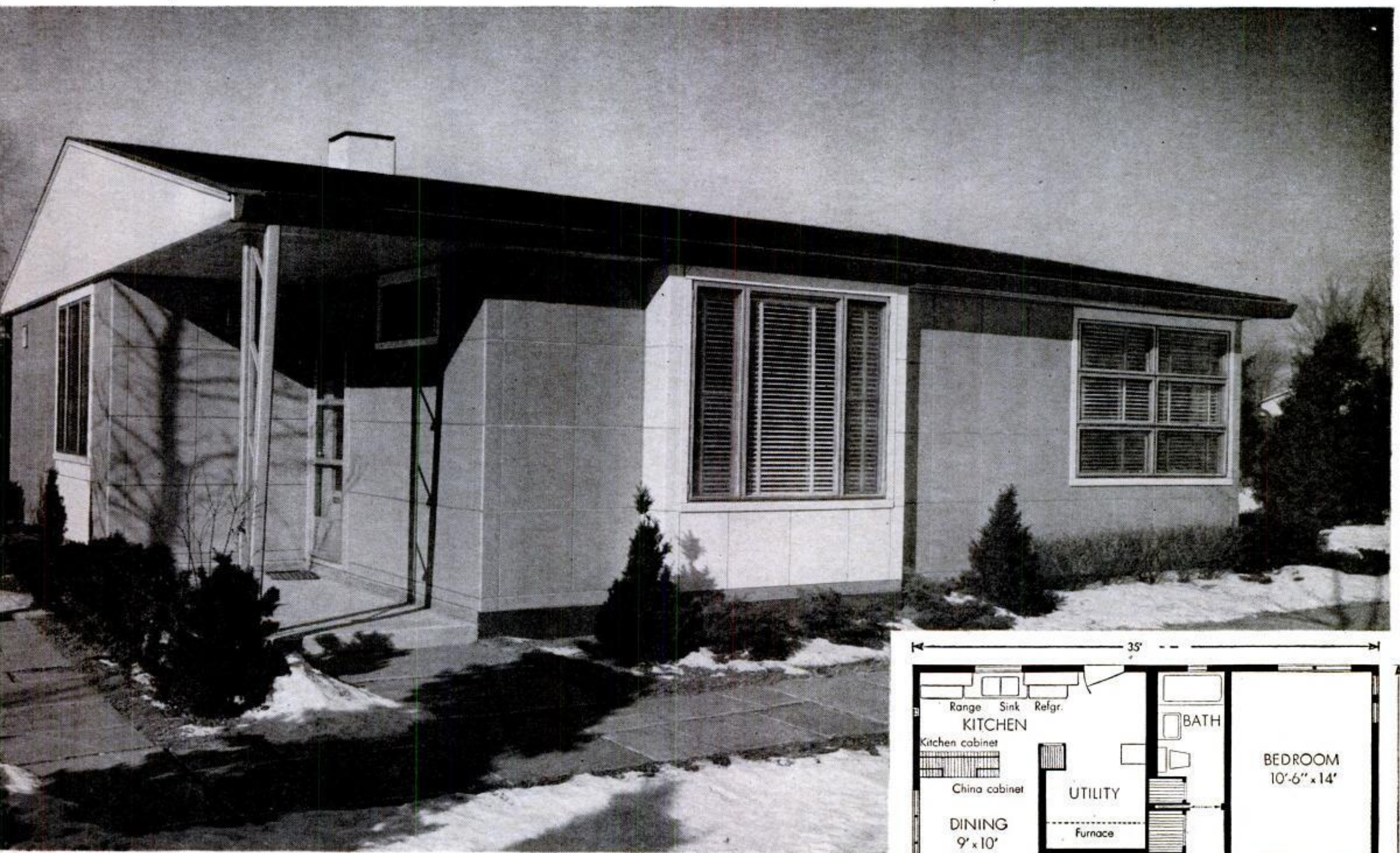
C. G. Strandlund

CARL G. STRANDLUND, President
LUSTRON CORPORATION
4200 East Fifth Ave., Columbus 16, Ohio



Giant plant in Columbus, O., acquired November 1, 1947, now being equipped for production of Lustron Homes, starting in July. Modern mass-production, unit-assembly methods will permit production of 45,000 homes per year.

has been waiting for



THE LUSTRON HOME—A NEW STANDARD FOR LIVING

Size—5 commodious rooms, plus large utility room—total of more than 1,000 square feet.

Design—Follows growing trend toward conservatively modern, ranch-type architecture. Choice of colors for exterior and interior, all in non-glossy, semi-matte finish, porcelain enameled steel.

Permanence—Fireproof, decay-proof, rustproof, termite-proof, verminproof, ratproof. Sunlight, salt water or chemical fumes cannot stain or fade finish.

Maintenance—Can be kept clean with damp cloth. Never needs repainting, redecorating or reroofing.

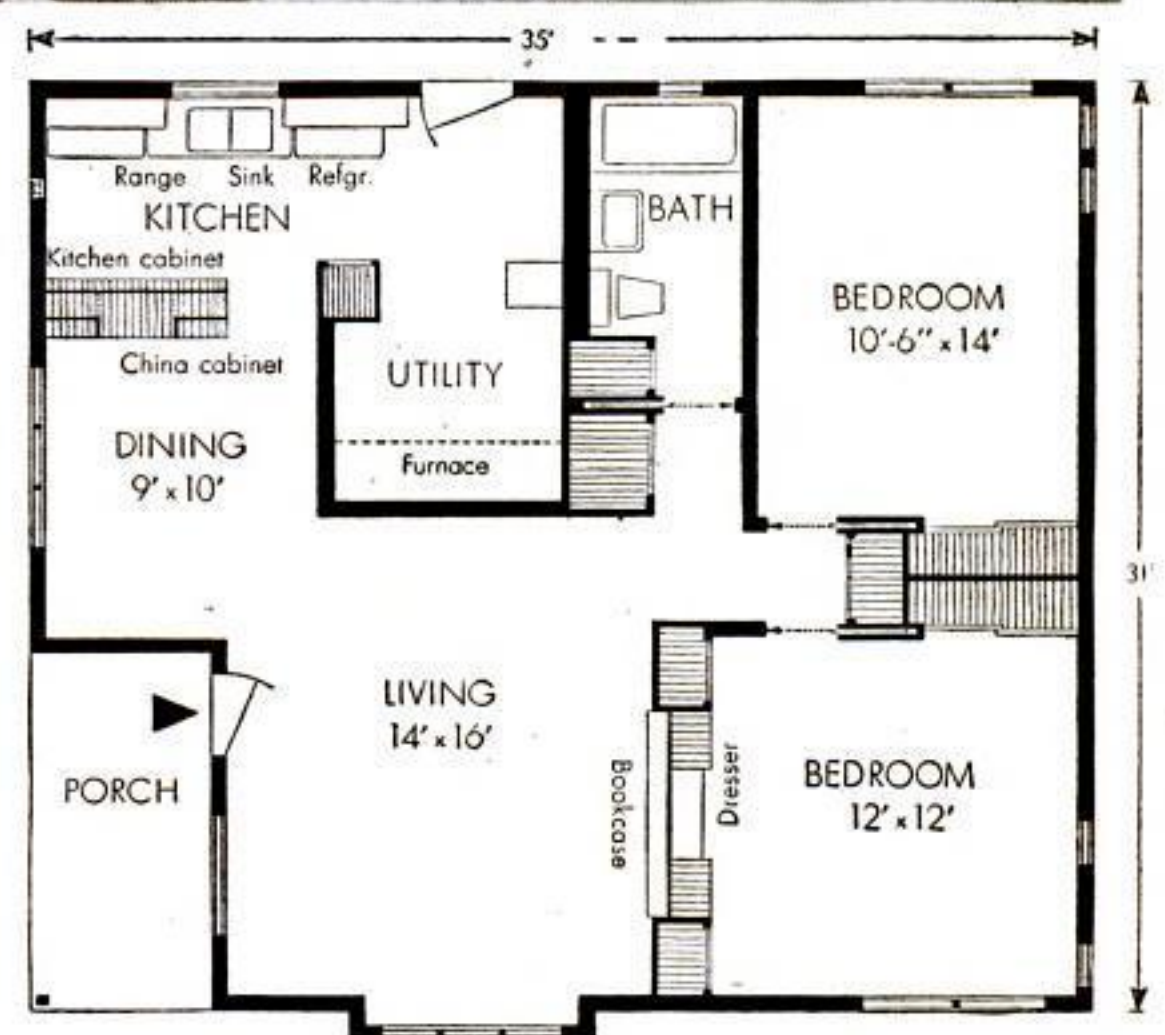
Heating—Most modern type of radiant heating from ceiling. Automatic oil burner in utility

room. Eliminates air currents that carry dust through house. Proved in two years of severe Chicago winters.

Erection—The Lustron Home will be shipped f.o.b. Columbus to builder-dealer. It can be erected on the site in three days, from completion of concrete foundation to putting key in front door.

Price—To be announced. Estimated to be \$3,000 to \$5,000 less than cost of building conventional house of same size, but has features that cannot be obtained in any other house at any price.

Write for free illustrated booklet. It shows details of the built-in features and equipment, closet space, lighting, and the many other fascinating features. Use coupon at right. © L.C.



Lustron Corporation, Dept. S-1
4200 East Fifth Avenue
Columbus 16, Ohio

Gentlemen:

Please send me free booklet about the Lustron Home.

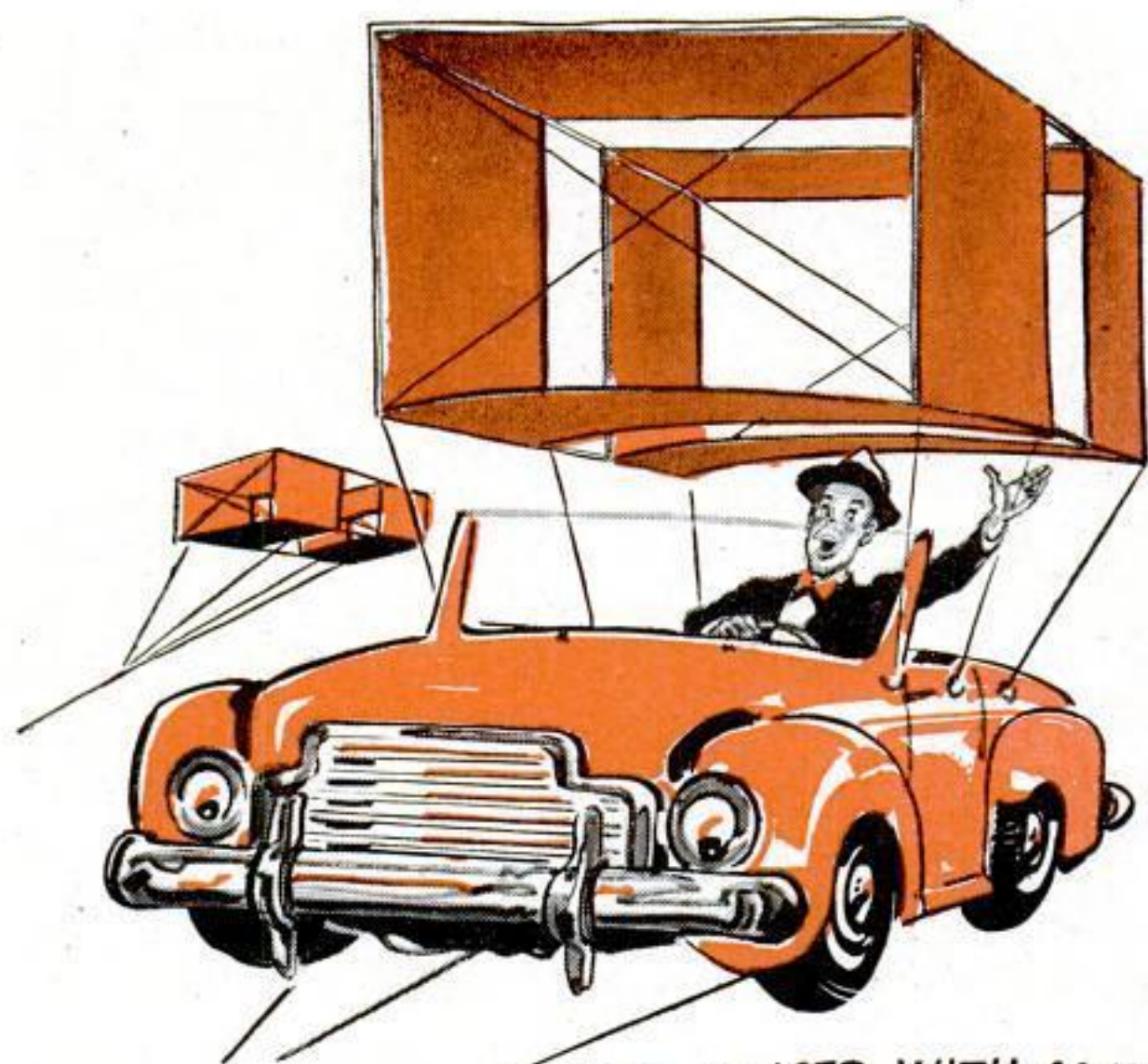
NAME

ADDRESS

CITY ZONE STATE



If your car feels like *this*... it's time for
MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

"Rough riding" is past history when you get *Marfak* Chassis Lubrication. *Marfak* is tough — lasts 1,000 miles and more. Resists shock, wash-out, squeeze-out. You can tell *Marfak* is on the job by that "cushiony" riding ease you enjoy from one lube job to another! Applied by chart, never by chance.

Ask your nearby Texaco Dealer, the best friend your car ever had, for *Marfak* Lubrication.



THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Tune In: TEXACO STAR THEATER every Wednesday night featuring Gordon MacRae, Alan Young, Evelyn Knight. See newspaper for time and station.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Your editorial restores sanity to the Palestine debate. You have divorced humanitarianism from politics, religion from nationalism. Men of goodwill, seeking a fair and practicable solution of the problem, cannot fail to adopt your program.

HAROLD M. MILLER

White Plains, N.Y.

Sirs:

Your stand has been consistent, and it is heartening to see it characterized by an unemotional consideration of the situation, which brings you to the irrefutable conclusion that partition is not the answer. . . . The concern of all should be human lives, not academic questions like a so-called Zionist political state.

May I add that the best suggestion made for a solution of the problem is the report of the Anglo-American Committee of Inquiry, which recommended among other things the immediate admission of 100,000 Jews into Palestine and ultimate establishment of a democratic commonwealth that shall be neither Arab nor Zionist, but in which all peoples, regardless of color, faith or creed, would have equal rights. Let's get behind this profound recommendation, and thanks again for your courageous stand.

I. EDWARD TONKON

Dallas, Texas

Sirs:

I don't know whether you are anti-Jewish or pro-Arab. Whatever your attitude, your editorial is a disgrace to every liberty-loving American and for that matter to every liberty-loving person in the world.

You know that the American Council for Judaism doesn't even represent 1% of the Jews of the U.S.; neither does Judah Magnes represent 1% of Palestine's Jews. More than 99% of all Jews in the U.S. and in Palestine are for a Jewish state. So are most Americans. Ninety percent of the Jewish DPs want to go to Palestine. How can they go there under Arab rule?

SAMUEL M. SCHERER

New York, N.Y.

Sirs:

. . . The partition plan was the test of the effectiveness of the U.N. Only through its effective operation will we have peace. Congratulations, you have helped to deal it a mortal blow.

LEON H. MAGIL

Philadelphia, Pa.

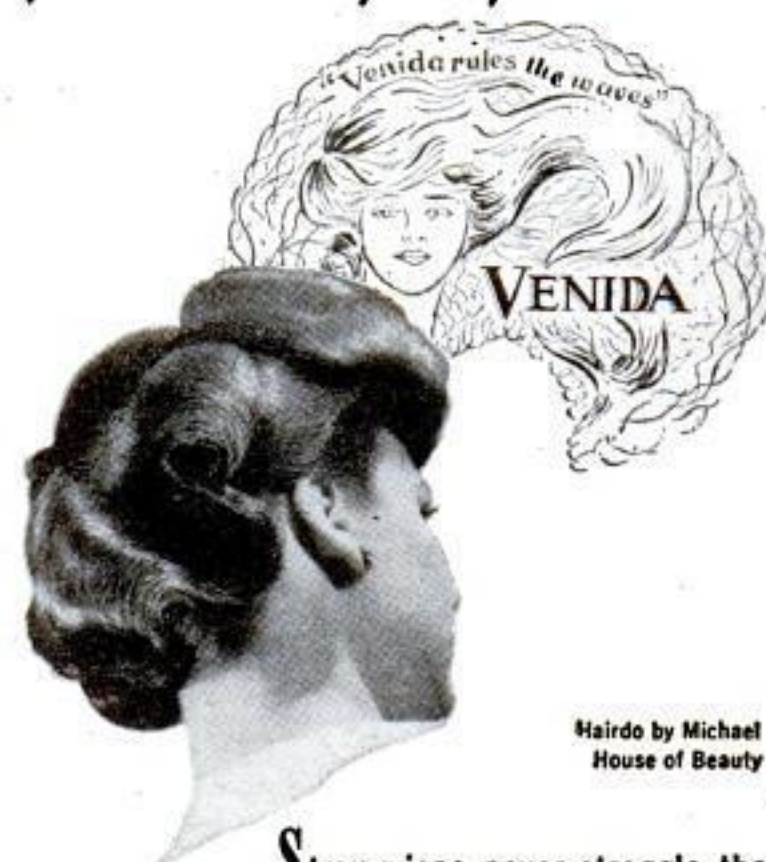
Sirs:

I shall limit my remarks to a criticism of one suggestion in your editorial, "... The British should be induced by the U.S. to postpone their departure. . . ."

The continued presence of the British in Palestine is anathema to the Jewish residents. The British accepted the mandate for Palestine from the League of Nations for the express purpose of facilitating the establishment of a homeland for the Jews. Yet every act of the British-controlled Palestine government during the past 20 years has been aimed at making this avowed objective more difficult to attain. The setting up of the independent state of Trans-Jordan; the illegal White Paper of 1939; the disarming of Jewish defense forces while permitting the Arabs to bear arms and use them; the winking at the entry of non-Palestinian Arabs while

PROTECT

your new Spring hairdo!



Hairdo by Michael House of Beauty

Stray wisps never straggle, the perfect "set" is never spoiled when you wear a Venida, the net that "nets" you compliments. Entirely hand made of strength-tested human hair. Venida Hair Nets come in 8 styles, all matching hair shades. Invisible—only you know you wear one. Costs less because it lasts longer!

Ask for the familiar "Venida Girl" envelope at your favorite notion or drug counter



20¢ White, grey, purple 25¢ Single or double mesh

VENIDA
The Guaranteed
HAIR NET
"rules the waves"

FAMOUS VENIDA HAIR BEAUTY AIDS BY RIESER CO., N.Y.



Skintees
KNIT PANTIES
REG. TRADE MARK

lend quiet emphasis to beauty

A stunning ensemble can be marred by ill-fitting panties that crease, bunch or bulge. SKINTEES cling to your curves in a fluid line, giving you perfect foundation for smart outer appearance. Precisely sized according to your own "hip measurements-in-inches". Ask for them at leading chain and dept. stores.

Write for Free Booklet, **FETCHING FIGURES**
Dept. LN, A. H. Schreiber Company, Inc.
10 W. 33 St., New York 1.

CONTINUED ON PAGE 17

FOR MEALS BRIGHT AS THE FIRST DAFFODIL . . .

Libby's ***TWICE-RICH*** Tomato Juice

****RICH IN FLAVOR* RICH IN VITAMINS***

GOT SPRING ON YOUR MIND? Now's the time to call on Libby's to give the "new look" to your menus . . . to make 'em sing with flavor.

Libby's Tomato Juice has such a sprightly, *different* taste. Ruddy-ripe and racy. And so *satisfying*! That comes from "pedigreed" tomatoes . . . vine-ripened . . . and pressed by Libby's fast, exclusive method.

What's more, Libby's is the most versatile juice drink ever "invented." Wonderful for snacks or meals . . . potluck or formal . . . morning, noon or night.

And remember, a single 6-ounce glass of Libby's provides, on the average, a grown-up's daily minimum requirement of Vitamin C. Three such glasses take care of Vitamin A needs the same way. In addition, Libby's is a ready source of precious Vitamins B₁ and B₂. *Stock up on Libby's—America's favorite brand!*

LIBBY McNEILL & LIBBY, Chicago 9, Ill.

LISTEN TO MY "TRUE STORY" Thrilling dramas from real life. A different story every day! Every morning Mon. thru Fri. 10:00 EST, 9:00 CST, 11:30 MST, 10:30 PST. American Broadcasting Company.



This Bigger SINGLE Head gives you *Faster Whisker Pick-up...*

Sunbeam SHAVEMASTER

REG. U. S. PAT. OFF.

for Quicker Closer Comfort-Shaves



Head Print Test: Press the head of a Shavemaster into an ink pad. Then, holding tissue against your face, as shown above, gently press the shaver into it. Compare the Head Print you get (shown at right) with that of any other shaver and note the greater actual contact surface of Shavemaster's smooth, oval, SINGLE Head.

- Why we use ONE Bigger Single Head instead of a multiplicity of small heads



NEW Shavemaster Model S

This BIGGER Single Head with continuous-round shaving surface and greater cutter speed gives you faster whisker pick-up.

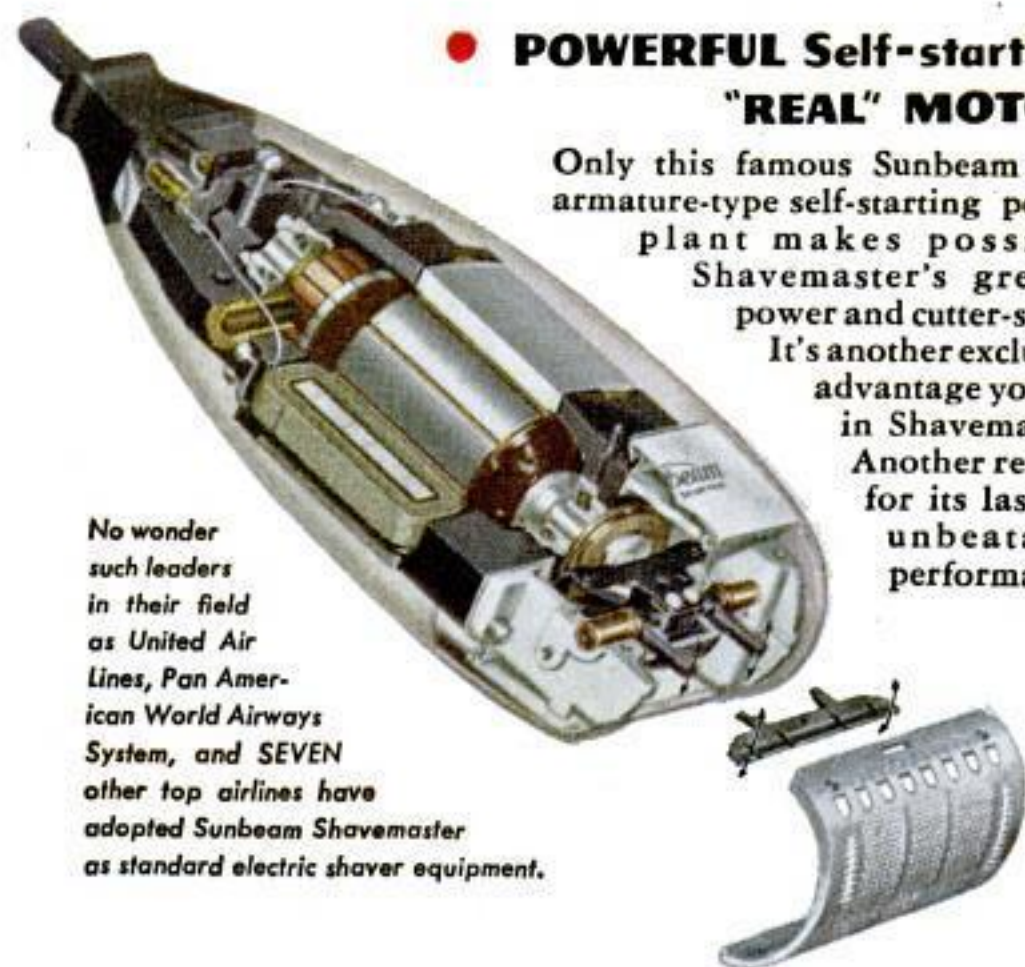


Multiple Heads

Our one bigger single head surpasses many smaller heads in the number of shaving actions (per sq. in. of face) and in cutter speed.

- **POWERFUL Self-starting "REAL" MOTOR**

Only this famous Sunbeam real armature-type self-starting power plant makes possible Shavemaster's greater power and cutter-speed. It's another exclusive advantage you get in Shavemaster. Another reason for its lasting, unbeatable performance.



No wonder such leaders in their field as United Air Lines, Pan American World Airways System, and SEVEN other top airlines have adopted Sunbeam Shavemaster as standard electric shaver equipment.

This Head Print Test shows SHAVEMASTER'S greater continuous shaving-surface!

YOUR WHISKERS CAN'T ESCAPE the hundreds of holes that screen the exclusive, round, face-fitting head of the new Sunbeam Shavemaster. It picks up whiskers *faster*, shaves them *closer*, and with a s-m-o-o-t-h comfort that gives you the finest, fastest shave you ever had.

That's because Sunbeam Shavemaster has *one* head — *one* lightning-fast cutter. The larger, single head has a greater continuous-shaving-surface for faster whisker pick-up. No beard too tough—no skin too tender. Inside this 2-thousandths-inch-thin screened head a single hollow-ground cutter sweeps over-and-back at tremendous speed, shaving close as a straight-edge, and faster. This exclusive shaving principle is completely different from all others. It's patented.

Whether you're a soap-and-blade veteran, or have used other electric shavers, Sunbeam Shavemaster can give your face a new lease on life. But better than anything we might say—ask the man who has tried them all, and convince yourself. See Sunbeam Shavemaster at your dealer's.

© SUNBEAM CORPORATION • Chicago 50, Illinois • Toronto 9, Canada

ASK THE MAN WHO HAS TRIED THEM ALL!



... From Hollywood to Flatbush. From Paul Bunyan's stamping grounds to the Panhandle. Balaroo! The game sensation of the year! As many as twelve players can test their luck against the whirling Balaroo ball. Yet only one can win!

Balaroo's an ideal game for club rooms and rumpus rooms. Make yourself the most sought-after host or hostess in town by getting Balaroo wherever games and recreational items are sold, or send us your order TODAY.

Only \$9.95

MB

Smaller edition \$7.45

SPRINGFIELD 2, MASS.

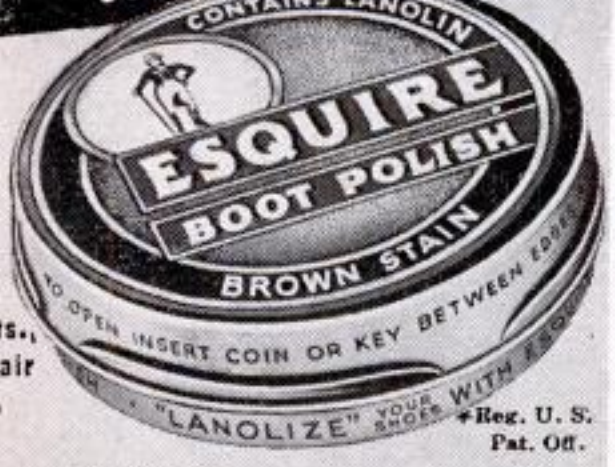
MILTON BRADLEY

E-348-30-A

For that Brighter,
Longer-Lasting
LOOKING GLASS SHINE



LANOLIZE
YOUR SHOES WITH
ESQUIRE
BOOT POLISH
CONTAINS LANOLIN



On sale
at
Shoe
Stores,
Shoe Depts.,
Shoe Repair
Shops.

When you LANOLIZE your shoes, your shine lasts longer. The whisk of a cloth or brush brings back the original shine again and again.

PRODUCT OF KNOMARK MFG. CO., INC., BROOKLYN, N. Y.

LETTERS TO THE EDITORS

CONTINUED

using illegal and brutal means in intercepting and incarcerating intended Jewish immigrants; the making of secret treaties with the Arab states and supplying them with arms and military advisers pursuant to those treaties; opposing the decision of the U.N. General Assembly to partition Palestine and actively working to negate this decision, thus casting discredit and doubt on the one organization that held out hope for peace in our time—by these and numerous other actions Britain has effectively disqualified herself for any position of trust or responsibility.

The British should not be asked to stay. The British should not be permitted to stay.

PHILIP I. NEWTON
Kew Gardens, N.Y.

Sirs:

I have been waiting to read this clear view expressed by some American-Jewish leaders. But they all seem to think, because of the fact that the Zionist undertaking is a Jewish one, they have to support it or keep quiet.

I am only a Jewish farmer but to my way of thinking the Zionists have done the Jewish cause and also the cause of the European refugees—who are the ones really in need of help—more harm than good.

The Zionist leaders who are encouraging the extreme groups by their silence shall have to carry the responsibility for their tragic end, which is bound to come if they follow the course of hate and fight. Maybe then they will realize the protection Britain gave them while they were building up the land and industry of a country dear to them and their neighbors alike. . . .

LOUIS LOESER
Decatur, Mich.

MORE ABOUT MARGARINE

Sirs:

What a silly letter was that from Joe A. Larson (Letters to the Editors, LIFE, March 29) about the color of margarine being the dairy industry's "trademark"! The butter industry did not put the yellow color in a cow's milk. Nature put it there, and when it is not there the butter industry imitates nature and puts it there. The margarine people have as much right to use that color as the butter people. When I was a child I lived on a farm and we made and sold hundreds of pounds of butter. In season it was yellow, but it was not our trademark. It could have churned up grass green and we could not have done anything about it. . . .

MARY A. STUART
Baltimore, Md.

Sirs:

... LIFE's notion that margarine equals butter in palatability would indicate either abnormal taste buds or appalling cerebral confusion.

VERNON McNULTY
McNulty's Grocery Store
Columbus, Wis.

Sirs:

If Representative Reid Murray (Wis.) of the House Agriculture Committee, photographed tossing a pound of margarine into his office wastebasket, will send it to me I'd be happy to mail it to a hungry person in Europe—or I'd be damn glad to eat it myself!

JOE NASH
New York, N.Y.

CONTINUED ON NEXT PAGE



Youngster, Oldster



Go For



Sign of the candy everybody likes!

The inside story of a delicious candy bar: tender, airy honeycomb crunch, spun through with bits of freshly-roasted peanuts

and covered with the smoothest, tastiest milk chocolate a bar ever boasted. One try tells why millions buy BOLSTER!

For more of the candy everybody likes—try



Mint meets chocolate—
Wonderful!



Chocolate covered
snowy mints!



Carnival of flavors!
the original sugar wafer



Candy box in a bar—
SKY-BAR
4 delicious centers

NEW ENGLAND CONFECTIONERY COMPANY
Cambridge 39, Mass., U. S. A.



R

is for ROBIN

Folks up North can tell it's Spring
When they see robins on the wing.
And so they sweetly leave us bread
(We'd rather have a worm instead!)



C

is for CAT

Oh, what fun! What a lark!
Listen to the seals bark!
I don't imagine they like me much:
My love for Fish gets me in Dutch.
At feeding time, this much I know,
I'm rather apt to steal the show!

A fat juicy worm may not appeal
to anyone much except a bird like
the robin. But for him, it seems to
be just the thing.

Nature, it seems, endows certain
animals with a liking for certain foods.
To a cat the treat of treats is fish.

Science gives us a reason why this
is a good thing. Fish contains
minerals, protein, vitamins, oils,
and other food elements.

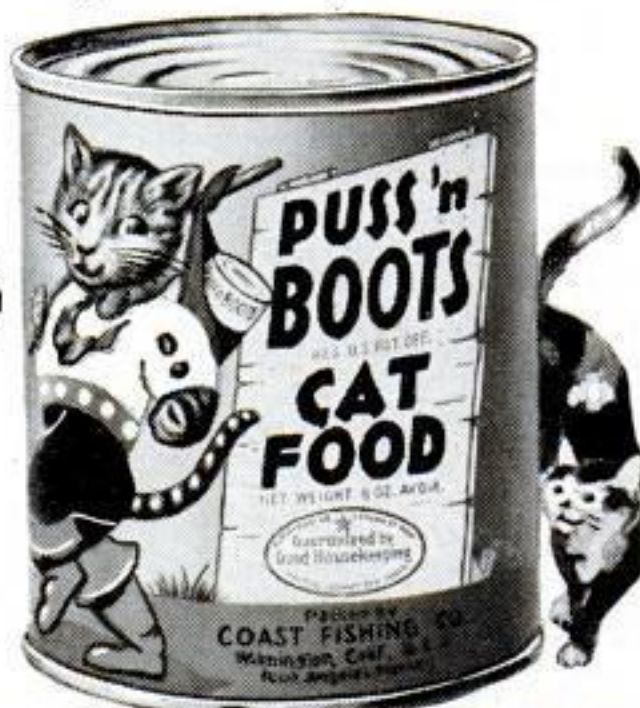
Fish is what a cat should have if it
is to grow up with firm bones, good
disposition, glossy coat.

That's why a cat will always go for
Puss 'n Boots Cat Food. It's 85%

fish, fresh-caught and rushed from
boat to can. Whole fish is used,
including vital glandular tissue.
As a result, each can is jam-packed
with health-giving nutrients.

Cereals and other foods important to
a cat's dietary needs are thoroughly
ground up and cooked with the fish.
That makes Puss 'n Boots a well-
rounded, all-purpose dish!

Puss 'n Boots, America's leading
cat food, has the enthusiastic
endorsement of thousands of
breeders, cat-owners, veterinarians.



©1948, Coast Fishing Company, Wilmington, Calif.

**Puss 'n
Boots**

C is for Cat... and so is Puss 'n Boots

LETTERS TO THE EDITORS

—CONTINUED—

Sirs:

... There was a time in this coun-
try when red-blooded men dumped
tea in Boston harbor, not because they
disliked tea but because a tax was
unjust.

Until more such men as these can
be found the public will have to be
content with white margarine and yel-
low congressmen.

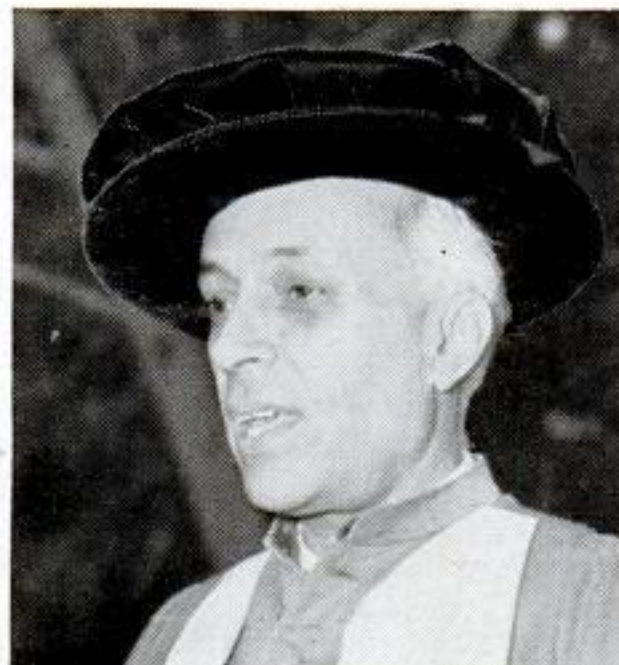
JOHN A. DUNTZE

East Norwalk, Conn.

HATS

Sirs:

In the March 29 issue there is a
striking resemblance between Indian



NEHRU'S VELVET CAP



SUZY'S COTTON BERET

Prime Minister Jawaharlal Nehru's
cap and the hat worn by the girl model-
ing the new basket bags.

GERALDINE PARTYKA

Lynn, Mass.

Subscription rates: U.S., Alaska, Hawaii,
Canada, Newfoundland, 1 yr., \$6.00; 2
yrs., \$11.00; 3 yrs., \$15.00. LIFE Inter-
national edition (fortnightly) for Can-
ada, Puerto Rico, Virgin Islands, 1
yr., \$4.50; all Pan American Postal
Union countries and Philippines, 1 yr.,
\$6.00; Great Britain and Ireland, 1 yr.,
\$8.00; all other countries, 1 yr., \$7.50.

Change of Address: Four weeks' notice
is required. When ordering a change,
please name magazine and furnish an
address imprint from a recent issue. If un-
able to do so, please state exactly how
magazine is addressed. Change cannot
be made without the old as well as the
new address, including postal zone num-
ber if you have one.

**Address all subscriptions and correspondence
concerning them to:** LIFE Subscription
Dept., 540 N. Michigan Ave., Chicago
11, Ill.

**Address all editorial and advertising corre-
spondence to:** LIFE, Time & Life Build-
ing, 9 Rockefeller Plaza, New York
20, N. Y.

Time Inc. also publishes TIME, FOR-
TUNE and THE ARCHITECTURAL FORUM.
Chairman, Maurice T. Moore; Presi-
dent, Roy E. Larsen; Vice President &
Treasurer, Charles L. Stillman; Vice
President & Sales Director, Howard
Black; Vice Presidents, Allen Grover,
C. D. Jackson, P. I. Prentice; Vice Presi-
dent & Secretary, D. W. Brumbaugh;
Comptroller & Assistant Secretary,
A. W. Carlson; Production Manager,
N. L. Wallace; Circulation Director,
F. DeW. Pratt; Producer THE MARCH
OF TIME, Richard de Rochemont.

NEWS FROM HOLLYWOOD...

for
**FALSE TEETH
WEARERS!**

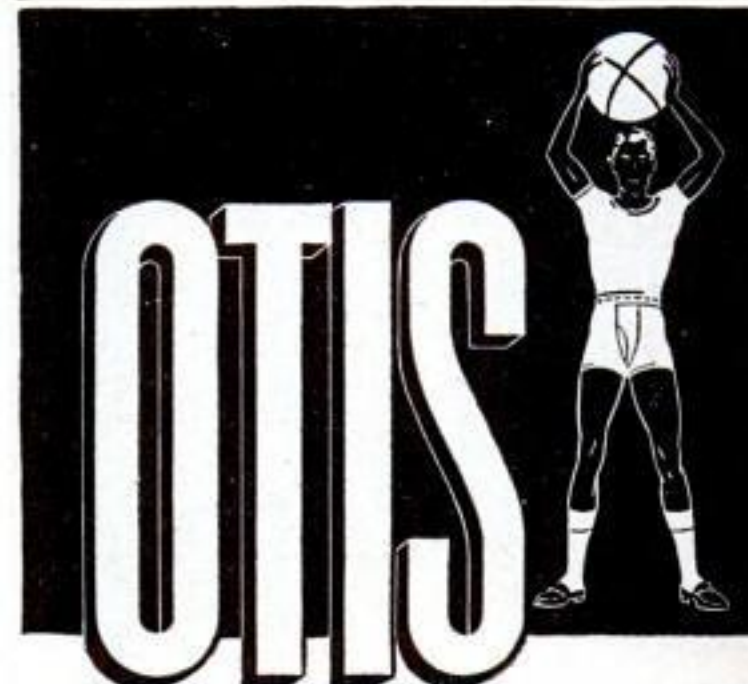
**8 OUT OF 10 SCREEN
PLAYERS WHO TESTED
NEW COLEO PREFER IT!**



**NEW COLEO CLEANS
FALSE TEETH
Really Clean!**

Million-dollar Hollywood
smiles often mean costly plates
and dentures. Coleo's exclusive
ingredient that "fizzes" away
film and surface stain in min-
utes made a big hit! No brush-
ing! False teeth gleam. The
taste is fresh, delightful. No
danger of offensive breath
from dentures. Nor does it
fade them. Try Colgate-
Palmolive-Peet's new Coleo
for cleaner plates
and dentures.

**NEW "FIZZ" TYPE
CLEANSER FOR
FALSE TEETH**



**UNDERWEAR AND HOSIERY
for Men and Boys**

Ask for OTIS to make sure of com-
fort, fine finish, long wear. Sleeveless
and short sleeve shirts—mid-thigh
shorts or briefs, and other styles.



OTIS UNDERWEAR, 57 Worth St., New York 13, N. Y.

MILLERS FORGE NAIL FILES
have the edge because they are triple cut



A complete line of fine manicure implements
at better stores everywhere



How Dad's little plot turned into Mother's Big Moment!



"STOP!" entreated Mother, the budgeteer of the family, "Let's wait awhile for a new radio." But Dad and I played a hunch. We felt that once she'd seen and heard a really fine new radio-phonograph with FM—she'd go for it! So one bright Saturday, we lured her to a Stromberg-Carlson dealer.

"LOOK!" cried Dad. "Isn't that Pan American a smart-looking cabinet? And that Salem Chest—it would just *make* our living room!" Mother's face lit up. Dad had touched her weakness for beautiful furniture.



"LISTEN!" said Mother suddenly. "That sounds like a concert artist—playing a Chopin waltz right on this floor! Why hasn't someone told me that FM is so glorious!" Dad winked at me—then at the salesman—who took the cue to show us the wonderful Stromberg-Carlson features that make its tone so rich and true to life.

P. S. Now Mother's big moment comes every time she shows off *her* "discovery!"

See the difference—hear the difference. In magnificent period cabinets, executed by master craftsmen. In flawless, life-like brilliance of tone. Your Stromberg-Carlson dealer—listed in the classified pages of your 'phone book—will be happy to show you how Stromberg-Carlson's 54 years of experience in sound reproduction makes possible today's best dollar-for-dollar values.

Radio-phonograph combinations from \$199.50 to \$625.00—Table models from \$34.95. (Slightly higher in South and West.) Also, brilliant new television in console and radio-phonograph models. ❀



PIONEER SPECIAL. Distinctive FM-AM table radio. Smartly styled cabinet of solid, hand-rubbed maple. Simulated doeskin front trim. Magnificent reception of both standard broadcast and FM programs.



NEW WORLD. FM-AM radio-phonograph combination. Cabinets in bleached mahogany, walnut or mahogany veneers with disappearing door. Automatic record changer with automatic stop.

SALEM CHEST. Superb FM-AM radio-phonograph, in a distinguished cabinet of early American design. Standard broadcast, 2 FM bands. Selector-lite dial. Automatic record player with automatic stop. Hand-rubbed mahogany or maple finish.

* **STOP!-LOOK!-and LISTEN!...** THERE IS NOTHING FINER THAN A
STROMBERG-CARLSON

©1948, Stromberg-Carlson Company, Rochester 3, N. Y.—In Canada, Stromberg-Carlson Co., Ltd., Toronto
Radios, Radio-Phonographs, FM and Television • Sound Equipment, Industrial and Intercommunication Systems • Telephones and Switchboards



ALLIGATOR "MAGIC"

makes 100%

WATERPROOF COAT

of fine lightweight fabric!

All characteristics
of fine clothing—
soft, subtle "feel"
and drape—yet
100% waterproof!

Alligator does it again!
—with a remarkable
waterproof coat.
Featherweight, soft,
pliable, packable
—with all the
qualities of fine
clothing. Its base
is fine fabric—
thoroughly
impregnated in
the waterproof-
ing process so
that no water
can possibly
penetrate. See it! Try it on!
For complete protection you'll
want two . . . one for office,
one for home!

*Illustrated, the Alligator Feather-
weight Waterproof available in
choice of styles and smart new colors.*

BETTER DEALERS FEATURE:

ALLIGATOR

Rainwear

because . . . IT'S SURE TO RAIN!

The Alligator Company, St. Louis • New York • Los Angeles

LIFE

EDITOR-IN-CHIEF . . . Henry R. Luce
PRESIDENT . . . Roy E. Larsen
EDITORIAL DIRECTOR . . . John Shaw Billings

BOARD OF EDITORS

Daniel Longwell . . . CHAIRMAN
Joseph J. Thorndike, Jr. . .
MANAGING EDITOR
Wilson Hicks . . .
EXECUTIVE EDITOR
Edward K. Thompson . . .
ASSISTANT MANAGING EDITOR
John K. Jessup . . . EDITORIALS
Charles Tudor . . . ART DIRECTOR

Joseph Kastner, Robert Coughlan,
Philip H. Wootton, Jr., Oliver Jensen,
Sidney L. James, Fillmore Calhoun.

SENIOR WRITERS

Noel F. Busch, John Chamberlain,
Charles J. V. Murphy, Winthrop Sargeant.

ASSISTANT EDITORS

Herbert Brean, Gene Cook, Maitland Edey,
Ernest Havemann, John Jenkinson, Rich-
ard W. Johnston, Sally Kirkland, Kenneth
MacLeish, Donald Marshman, Tom Pri-
deaux, Lilian Rixey, Maria Sermolino, John
Thorne, Margit Varga, A. B. C. Whipple.

REPORTERS

Earl Brown, Robert Campbell, Frank
Campion, John Dille, Lee Eitington, Gene
Farmer, John Haverstick, John Kay,
Jeanne Perkins, Irene Saint, Claude Stan-
ush, Robert Wallace, Bishop White.

RESEARCH STAFF

Marian A. MacPhail . . . CHIEF
ASSISTANTS: Jo Sheehan, Joan Werblin,
Valerie Vondermuhl, Helen Deuell.

RESEARCHERS: Mary Augustine, Constance
Babington-Smith, Mary Elizabeth Barber,
Margaret Bassett, Nancy Bean, Patricia
Beck, Mathilde Benoit, Inez Buonodono,
Tom Carmichael, Kay Doering, Hilda Ed-
son, Phyllis Feldkamp, Constance Foulk,
Nancy Genet, Ted Hecht, Shirley Herzig,
Marjorie Iseman, Edward Kern, Mariam
Kreselman, Mary Leatherbee, Jeanne Le-
Monnier, Joan Lewine, Geraldine Lux, Hilde-
gard Maynard, Joann McQuiston, Beatrice
Parker, Jacqueline Parsons, Joan Paterson,
Norman Ross, Dorothy Seiberling, Kathleen
Shortall, Jacquelyn Snow, Dana Solomon,
Jeanne Stahl, Lucille Stark, Margaret
Swope, Rachel Tuckerman, Elizabeth Van
Dyke, Jane Wilson, Monica Wyatt, David
Zeitlin.

PICTURE BUREAU

EXECUTIVES: G. W. Churchill, Robert
Girvin, Ray Mackland, Dorothy Hoover,
O. A. Graubner, Alma Eggleston.

PHOTOGRAPHERS: Jack Birns, Cornell Capa,
Edward Clark, Ralph Crane, Loomis Dean,
David Douglas Duncan, Alfred Eisenstaedt,
Eliot Elisofon, J. R. Eyerman, N. R. Farb-
man, Andreas Feininger, Albert Fenn, John
Florea, Herbert Gehr, Fritz Goro, Allan
Grant, Bernard Hoffman, Martha Holmes,
Yale Joel, Mark Kauffman, Dmitri Kessel,
Wallace Kirkland, Nina Leen, Anthony
Linck, Thomas McAvoy, Ralph Morse,
John Phillips, Michael Rougier, Walter
Sanders, Frank Scherschel, George Silk,
George Skadding, W. Eugene Smith, Peter
Stackpole, Charles Steinheimer, William J.
Sumits.

PICTURE RESEARCHERS: Muriel Ballard,
Jane Bartels, Mary Carr, Margaret Gold-
smith, Natalie Kosek, Ruth Lester, Maude
Milar, Helen Rounds, Margaret Sargent,
Muriel Trebay.

LAYOUT

Michael Phillips, Bernard Quint, William
Gallagher, Hilde Adelsberger, Matt Greene,
Earl Kersh, Anthony Sodaro, Frank Stock-
man, Dorothy Witkin, Alfred Zingaro.

NEWS SERVICES

DOMESTIC: David Hulburd (Chief), Helen
Robinson, Dorothy Sterling, Jean Snow,
Bureau Heads—Washington: Robert T. Elson;
Chicago: Penrose Scull; Los Angeles: Jack
Beardwood. Correspondents—Washington:
Lawrence Laybourne, Don Morris, Arthur
Shay, Patricia Smith; Chicago: Hugh Mof-
fett, Helen Douglas, Coles Phinzy; Los
Angeles: Elmer Lower, Oliver Allen, Alice
Crocker, Robert Drew; Atlanta: William S.
Howland, John Bryson; Boston: Jeff Wylie,
Richard Wilkes; Dallas: Holland McCombs,
Milton Orshefsky; Denver: Barron Beshoar;
Detroit: Fred Collins; San Francisco: Fritz
Goodwin, Martin O'Neill; Seattle: Sidney
Copeland.

FOREIGN: Manfred Gottfried (Chief of Cor-
respondents), Eleanor Welch, John Boyle.
Bureaus—London: John Osborne, George
Caturani, Frances Levison, Jane Hodge;
Paris: Andre Laguerre, Barbara O'Connor,
Mathilde Camacho, Bernard Frizell; Berlin:
Emmet Hughes, Will Lang; Prague: Robert
Low; Rome: George E. Jones; Moscow:
John Walker; Cairo: Donald Burke; New
Delhi: Robert Neville; Shanghai: William
P. Gray, John Purcell; Tokyo: Carl My-
dans; Mexico City: John Stanton; Buenos
Aires: William W. Johnson; Rio de Janeiro:
William W. White.

PUBLISHER

Andrew Heiskell

ADVERTISING DIRECTOR
Shepard Spink

DRINKIN'
WHAT COMES NATUR'LLY!

fresh bottled
**ORANGE
JUICE-ADE**



OUT OF THIS WORLD
in flavor and natural
goodness. Squeezed at
the groves from select
fruit—bottled by your
dairy—delivered like
milk to your door or
grocer's ice box. Ask for
Green Spot today!



Green Spot, Inc.
Los Angeles 21



KOHINOOR TUSOME

Dress your young son in gay, cool, wash-
able, man-tailored garments of strong, de-
pendable and inimitable Kohinoor. Vat dyed
and Sanforized. The mannish Chips
Tusome, sketched, \$15.95.

Kohinoor Eton Suit, \$10.95

Kohinoor Leisure Suit, \$15.95



There Is Something
Very Wonderful
About Chips.
Sizes 4 to 12

At Fine Stores Everywhere

Write for name of
one nearest you.

B. SCHWARTZ & CO., INC.
1107 BROADWAY, NEW YORK

Easy as ordering dinner à la carte!

Order a wonderful dinner tonight—and a wonderfully easy one—right from your own pantry shelf! You'll find there an almost endless menu of delicious meals—when you've stocked up well with Armour 'Star' pantry-shelf meats from the Armour 'Star' Canned Meat Department of your favorite market! These fix-

easy meats will give you so many ideas for new and different dishes—and so many new twists to make old favorites seem new—at breakfast, lunch or dinner. And you'll not only be serving your family the "best-lookin' cookin' in town"—your meat bills will certainly look a whole lot better, too!



THEY'RE ALL ARMOUR 'STAR'

PANTRY-SHELF MEALS!



Hash Mounds

It's extra tender brisket of beef that makes Armour 'Star' Corned Beef Hash taste so good—particularly served this new way! Bake hash 30-40 minutes in well-oiled custard cups at 350° F. oven. Serve with egg-and-pickle sauce. Just add 1 tsp. Worcestershire Sauce, 1 tsp. dry mustard, 4 sliced hard-cooked Cloverbloom eggs and 8 chopped sweet pickles to 2 cups cream sauce.



Vienna Sausage Casserole

Dramatize a creamed potato casserole with 1 cup of grated Cloverbloom American Cheese and the perkier little frankfurters you ever tasted—Armour 'Star' Vienna Sausages! They're two-bite size, all beef and pork—and miracle-workers at pepping up a casserole. Bake potatoes and cheese uncovered for 20 minutes in 350° F. oven before adding sausages for 10 minutes longer.



Chili-Mac

Play ring-around-the-chili tonight—a ring of elbow macaroni, cooked according to directions on the package. Be sure that the Armour 'Star' Chili Con Carne is heated to boiling—it brings out the full flavor of the selected red pinto beans and the lean chopped boneless beef. The spicy, Spanish-speaking sauce would be "hot" even without heating!



For other new recipes for Pantry-Shelf Meals, write Marie Gifford, Dept. 202, P. O. Box 2053, Chicago 9, Illinois.

The best and nothing but the best

is labeled

ARMOUR



"Do all husbands change after marriage?"

ASKED ELSIE, THE BORDEN COW



"WHAT DO YOU MEAN, *do all husbands change after marriage?*" demanded Elmer, the bull.

"I just mean," explained Elsie, the Borden Cow, "that once a husband becomes a husband, he sort of loses his spirit

of adventure. Wants to sit in his own chair, before his own fire, night after night. He just isn't as resourceful as he once was."

"Resourceful she says!" answered Elmer. "What's so dog-goned resourceful about wives?"

"We-ll," considered Elsie, "suppose I give you an example of wifely resourcefulness: A wife has a simple family supper planned, when, at the last minute, hubby calls



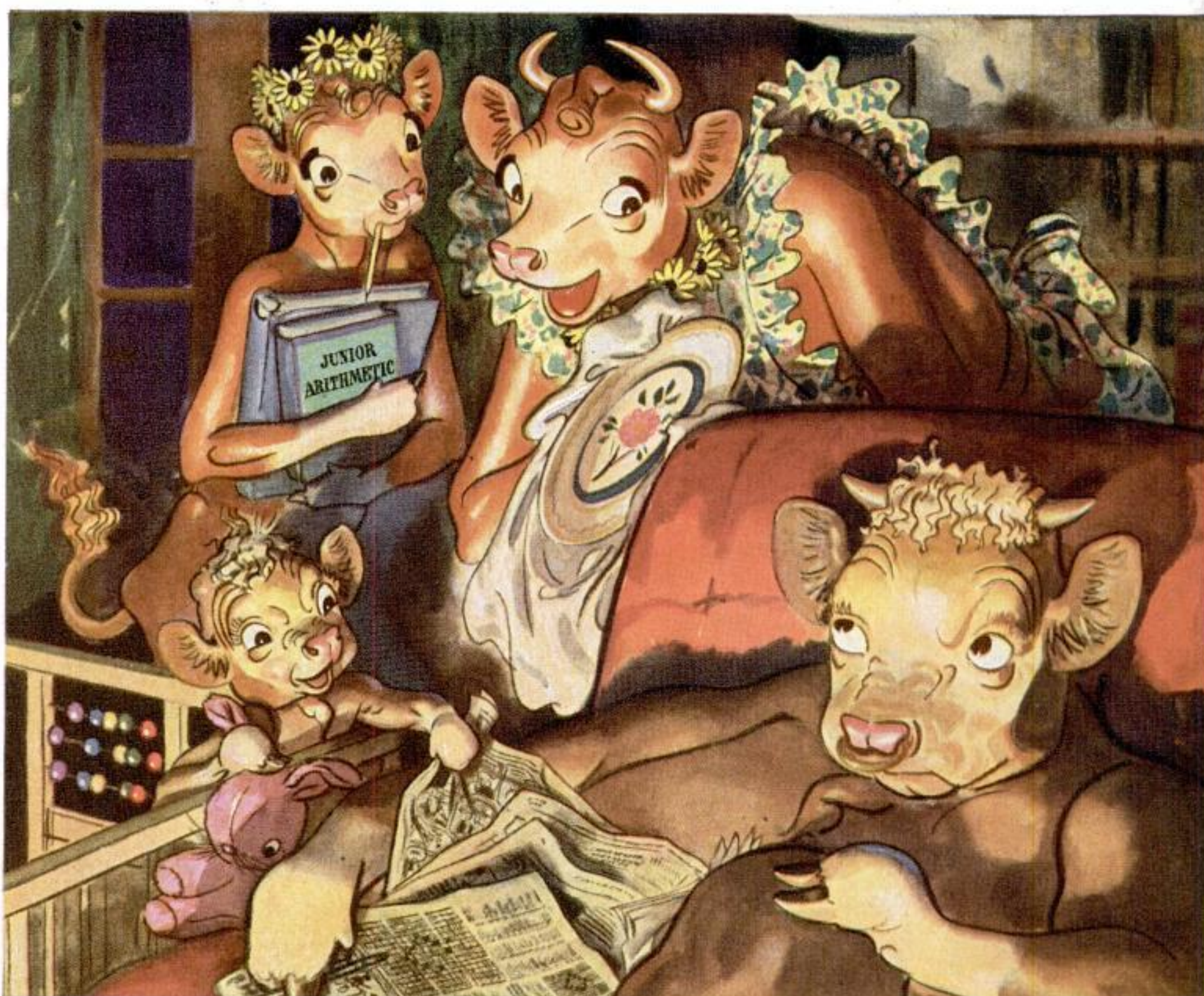
COOKIES THAT TAKE NO EGGS OR BUTTER—one of many easy recipes in Borden's Eagle Brand Book of Magic Recipes. Send Elsie a post card, Dept. L58A, P. O. Box 175, New York 8, N. Y. for a FREE copy.

to say he's bringing the boss... If she's resourceful, the wife fancies-up her simple supper with one of those marvelous-tasting desserts that can be whipped up in jig-time with Borden's Eagle Brand Sweetened Condensed Milk."



"Borden's rides again!" jeered Elmer. "Hi-ho, Elsie!"

"Now, dear," blushed Elsie, "don't tease. I'm only telling you what a really grand cooking help a wife has in Borden's Eagle Brand Condensed Milk. It's a creamy-smooth blend of pure,



delicious milk and wholesome sugar—the easy, magic way to luscious foods. All ready to use in making the most delicious ice cream, candies, cookies, pie fillings, icing and sauces you ever tasted."

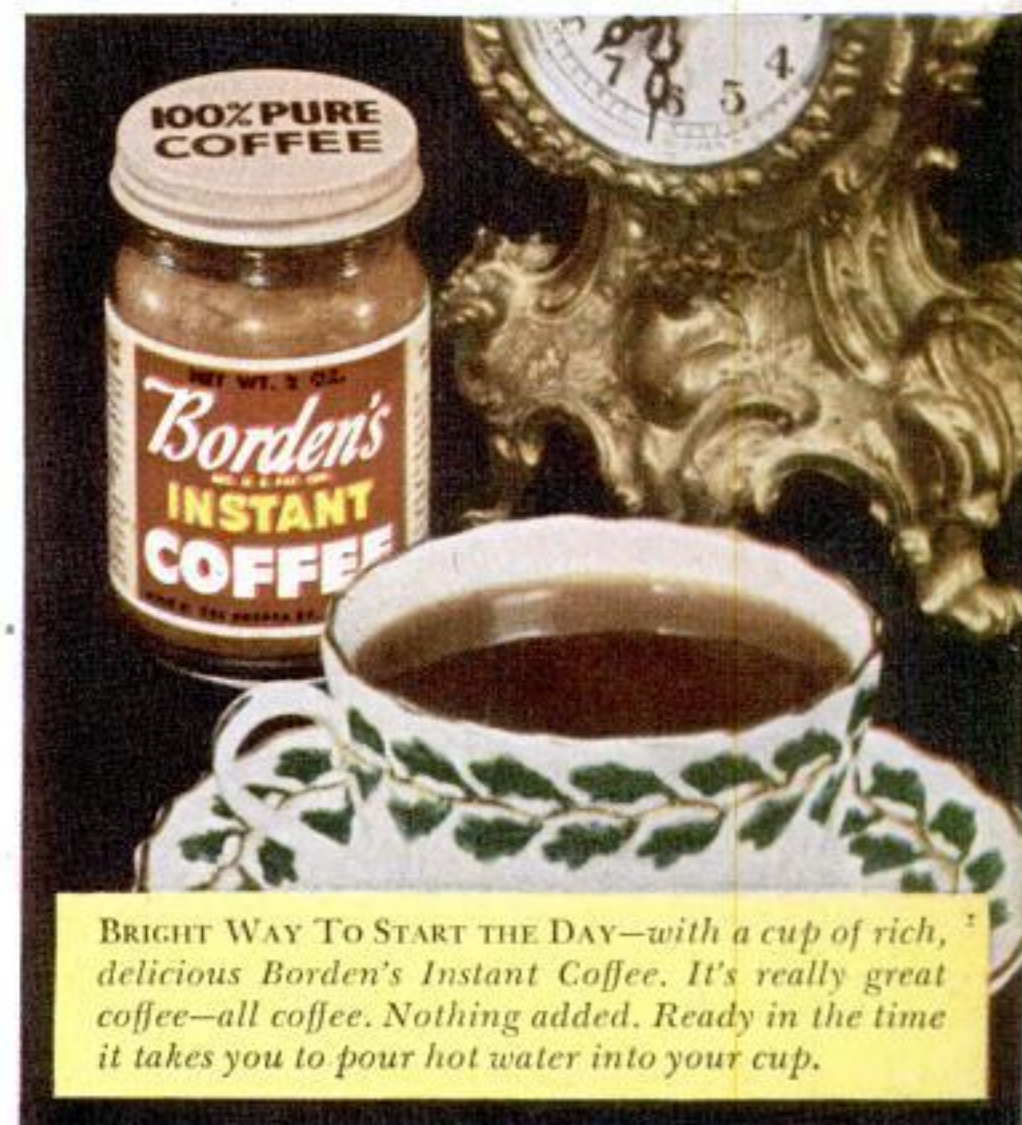
"I'm not interested in tasting pie fillings and sauces," snapped Elmer. "I want you to give me just one for-instance how I've changed since marriage. Do I look older? Am I losing my hair? Am I —?"



"Now, now, Mr. Worry Wart!" soothed Elsie. "You look just as handsome to me as you ever did. But sometimes you act different from the Elmer I married."

"How, how?" urged Elmer.

"You used to be fascinated by every word I uttered," teased Elsie. "Now, you only half-listen even when I tell you about something as exciting and wonderful as our new and truly great Borden's Instant Coffee."



BRIGHT WAY TO START THE DAY—with a cup of rich, delicious Borden's Instant Coffee. It's really great coffee—all coffee. Nothing added. Ready in the time it takes you to pour hot water into your cup.

"There's no pleasing wives!" sighed Elmer. "I don't suppose a nice movie would convince you I'm the same guy you promised to obey?"

"Why, darling!" beamed Elsie. "I'll get my hat just as soon as I tell you what rich, full flavor Borden's Instant Coffee has. It's 100% pure coffee. And no pot to wash, no mess. Just measure Borden's Instant into a cup, add hot water, and instantly get the grandest coffee that ever set your heart to singing."

"You're making my heart weep," groaned Elmer, "with all this Borden talk. I may have changed, but marriage has taught me one thing—how to stop you dead. I say: If it's Borden's, it's GOT to be good!"

"Wonderful!" applauded Elsie. "You're really learning!"

© The Borden Company



- if it's Borden's, it's got to be good!



COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1948 BY TIME INC.

CONTENTS

ARTICLE

BEGINNING IN THIS ISSUE:

THE WAR MEMOIRS OF THE RT. HON. WINSTON CHURCHILL... 28

THE WEEK'S EVENTS

GEESSE FLY NORTH PAST A FULL MOON... 42
STASSEN WRECKS MacARTHUR BOOM... 44
RUSSIANS PUT THE SQUEEZE ON BERLIN... 46
EDITORIALS: "MILITARY POSTURE"
PAUL HOFFMAN... 48
EUROPEAN RECOVERY BOSS GOES TO WORK... 53
ITALY SHOWS ITS MUSCLE... 54
U.S. SENDS ARMS TO MIDDLE EAST... 72
DEVOUT IOWA TOWN BATTLES OVER MOVIES... 97

PHOTOGRAPHIC ESSAY

NORMAL LIFE FOR DEAF CHILDREN... 105

SCIENCE

STATIC FROM THE STARS... 63

MODERN LIVING

RAIN SHEDDER... 69
LIFE IN BED... 139

DANCE

FABLES IN THE BALLET... 79

FASHION

MME. JACQUES FATH... 87

SPORTS

RECKLESS MOTORCYCLISTS... 92

RELIGION

PARIS SOUL-SAVERS... 127

MOVIES

"THE BIG CLOCK"... 133

OTHER DEPARTMENTS

LETTERS TO THE EDITORS... 5
SPEAKING OF PICTURES: MOVIE TRICK HELPS BOB HOPE FLY... 24
PEOPLE... 59
LIFE GOES TO A HARLEM WEDDING... 146
MISCELLANY: SLAPSTICK FRENCHMAN... 151

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



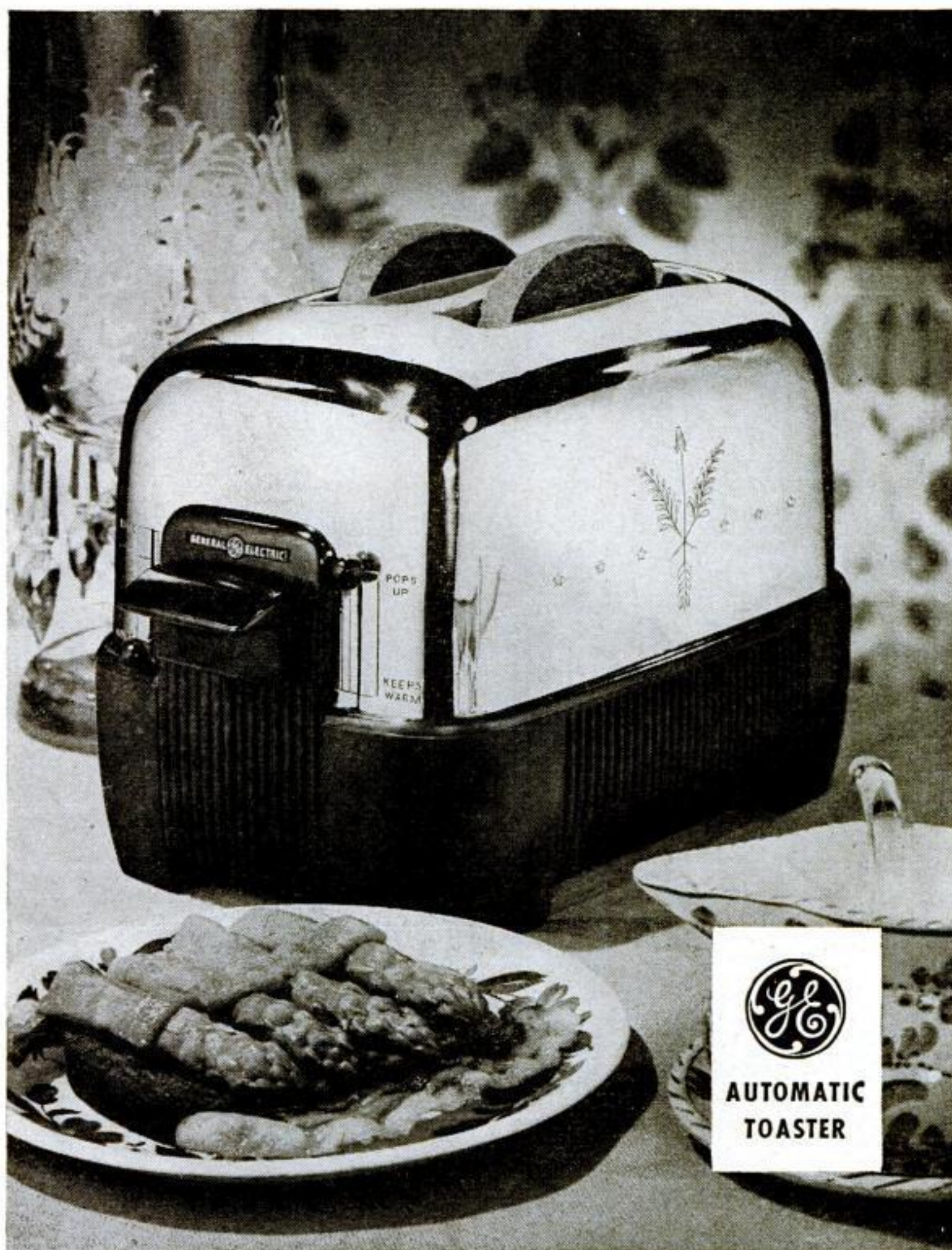
CHURCHILL'S MEMOIRS

This week LIFE commences publication of the War Memoirs of the Rt. Hon. Winston Churchill. He is shown at left in the study at Chartwell, his home in Kent, with galley proofs of the Memoirs. A staff of secretaries copied his manuscript and took his dictation, but because Mr. Churchill prefers to make his revisions on galley proofs, his complete chapters were set in type as he went along. The text of Volume I was revised three times, the successive versions being marked "Provisional Final," "Almost Final" and simply "Final." For a description of LIFE's cover and illustrations, see page 124.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—ROBERT KAFKA & AL ASNIS; © PAINTING BY DOUGLAS CHANDOR COURTESY BERNARD M. BARUCH
5—OFFICIAL U. S. NAVY PHOTOGRAPH
18—A.P.—SHARLAND FROM B.S.
23—N. R. FARBMAN
24, 25, 26—PARAMOUNT PICTURES
28—STUDIO SUN LTD.
32—COURTESY THE RT. HON. WINSTON S. CHURCHILL (2); BRITISH COMBINE—STUDIO SUN LTD.
33—WILLIAM J. SUMITS
34, 35—Y. LT. EXECUTED BY THE COLLEGE OF ARMS; TAPESTRY AND PAINTINGS STUDIO SUN LTD. COURTESY OF THE DUKE OF MARLBOROUGH; BOT. PAINTINGS BY SIR PETER LELY, SIR GODFREY KNELLER, SIR PETER LELY, SIR GODFREY KNELLER
36—WILLIAM J. SUMITS
38, 39—DR. ERICH SALOMON
40—REPRODUCED BY PERMISSION OF THE CONTROLLER OF HIS BRITANNIC MAJESTY'S STATIONERY OFFICE, CROWN COPYRIGHT RESERVED
41—DR. ERICH SALOMON
42, 43—HERB SCHWARTZ FROM DES MOINES REGISTER AND TRIBUNE
44—HANK WALKER
45—HANK WALKER EXC. BOT. LT. A.P.
46, 47—KOSMOS FROM B.S., MAP BY ANTHONY SODARO & FRANK STOCKMAN—ACME—KEYSTONE (2)
53—THOMAS D. McAVOY
54, 55—ALBERT BLASETTI FROM ACME
56—JOHNNY FLOREA—ALBERT FENN—UNITED GRAPHIC ART
59—ROGER COSTER FROM RAPHO-GUILLEMETTE EXC. BOT. RT. THOMAS D. McAVOY
60—INT.—MARIE HANSEN
63—THOMAS D. McAVOY
64—THOMAS D. McAVOY EXC. T. W.W.
66—DRAWING BY MATT GREENE
69, 70—BERNARD HOFFMAN
72—RALPH MORSE
73—MICHAEL ROUGIER, ACME
74—EDWARD CLARK
79—W. EUGENE SMITH
80—LISA LARSEN FROM G. H. EXC. CEN.
83—LISA LARSEN FROM G.H. EXC. CEN.
84—LISA LARSEN FROM G.H. EXC. CEN.
87, 88, 90—NINA LEEN
92, 93, 94—FRANK & JOE SCHERSCHHEL
97—JOE SCHERSCHHEL EXC. T. LT. SIOUX CENTER NEWS
98, 99—SIOUX CENTER NEWS EXC. CEN. JOE SCHERSCHHEL
100—JOE SCHERSCHHEL
105 THROUGH 112—ROSS MADDEN FROM B.S.
114, 115—MOVIE TONE NEWS
117—WILLIAM J. SUMITS
118, 119—HANS WILD EXC. BOT. RT. WILLIAM J. SUMITS
120—WILLIAM J. SUMITS
121—INT.—MANUEL FRERES, CENTRAL OFFICE OF INFORMATION, WILLIAM J. SUMITS—UNDERWOOD & UNDERWOOD, A.P., INT.—W.W.
122, 123—COURTESY U.S. ARMY, HISTORICAL PROPERTIES BRANCH, A.H.C., M.D.W.
124—ROBERT KAFKA & AL ASNIS; © PAINTING BY DOUGLAS CHANDOR COURTESY BERNARD M. BARUCH
127, 128, 130—ANTHONY LINCK
133—JACK BIRNS FROM G.H.
134, 135—PARAMOUNT PICTURES
139, 140, 142—BERNARD HOFFMAN
145—UNDERWOOD & UNDERWOOD—THE BETTMANN ARCHIVE—RICHARD CARVER WOOD
146, 147, 148—LISA LARSEN
151, 152—FRANK SCHERSCHHEL

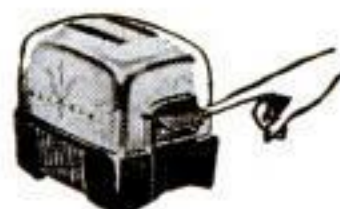
ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; G.H., GRAPHIC HOUSE; INT., INTERNATIONAL; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



See the General Electric Automatic Toaster at your dealer's.

Wonderful! ... **TOAST "POPS UP"**
OR "STAYS WARM" INSIDE!

Toast when you want it!



If you're ready when your toast is . . . fine! The new General Electric Automatic Toaster will pop it up! If you're not—set the control knob, and a special built-in device will keep your toast warm.

Toast as you want it!



Again G.E. leaves it up to you. Have your toast *your way* . . . light, medium or dark. Just set the control knob and this G-E wonder does the rest . . . *uniformly* . . . from the first slice to the very last!

A "snap" to clean!



The Snap-in Crumb Tray whisks in and out. No more turning upside down to *empty* crumbs! Cleans in a speedy 10 seconds! No trouble at all! General Electric Company, Bridgeport 2, Conn.

Toast to your taste—every time!

GENERAL  ELECTRIC



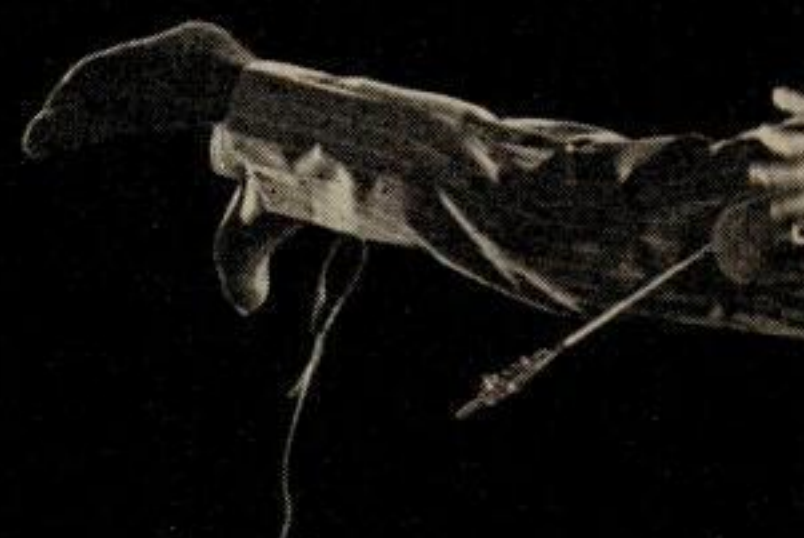
BOB HOPE IS STRUNG UP WITH PIANO WIRE BY ASSISTANT ON MOVABLE PLATFORM. FLOOR IS 8 FEET BELOW



COMEDIAN EXTENDS HIS HANDS LIKE A DIVER.



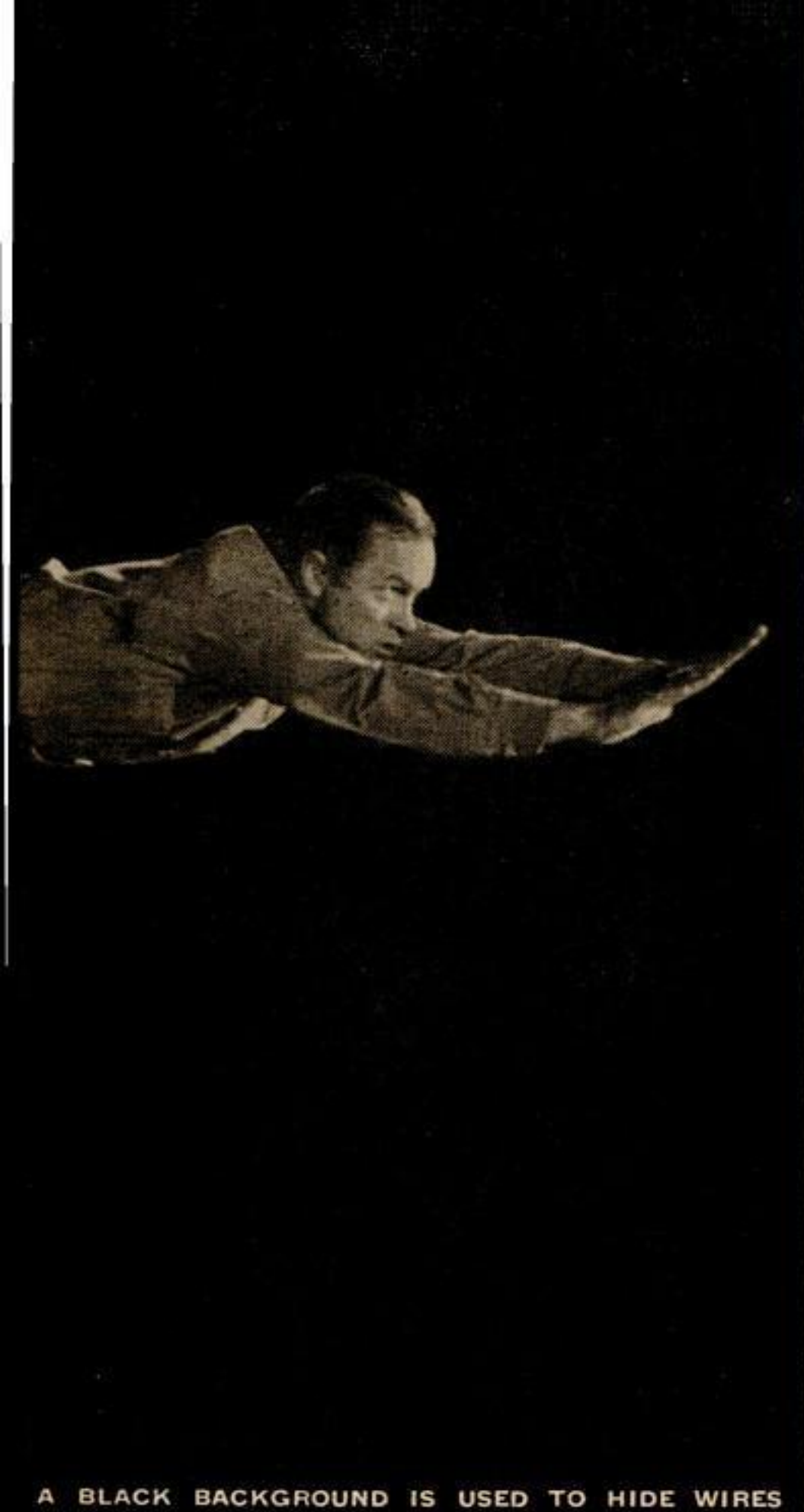
WITH WIND MACHINE BLOWING ON HIM HOPE LOOKS PAINED WHEN AN INDIAN ARROW PIERCES HIS TROUSERS



HOPE IS STRICKEN BY A LOOK OF COMIC TERROR

SPEAKING OF PICTURES...

... MOVIE TRICK HELPS BOB HOPE TO FLY WITHOUT MOVING



A BLACK BACKGROUND IS USED TO HIDE WIRES



STRETCHED OUT FLAT, HOPE FLAPS BOTH HIS ARMS FRANTICALLY IN THE MANNER OF A FRIGHTENED SWIMMER



AS HE PRETENDS TO SEE A TREE BENEATH HIM



HE MISSES ONE TREE BY INCHES. ACTUALLY TREE MOVES TOWARD HOPE, PASSING BETWEEN HIM AND CAMERA

Although Bob Hope appears to be soaring strenuously across these pages, the photographs actually show one of the easiest flights he ever made. A trick movie shot permits him to remain stationary. This sequence occurs in Hope's new picture, *The Paleface*, in which he plays a frontier dentist named

Painless Peter Potter who is captured by Indians. To torture him the Indians bend two birch trees to the ground and tie Hope to their tops. When they release the trees he is catapulted into the air.

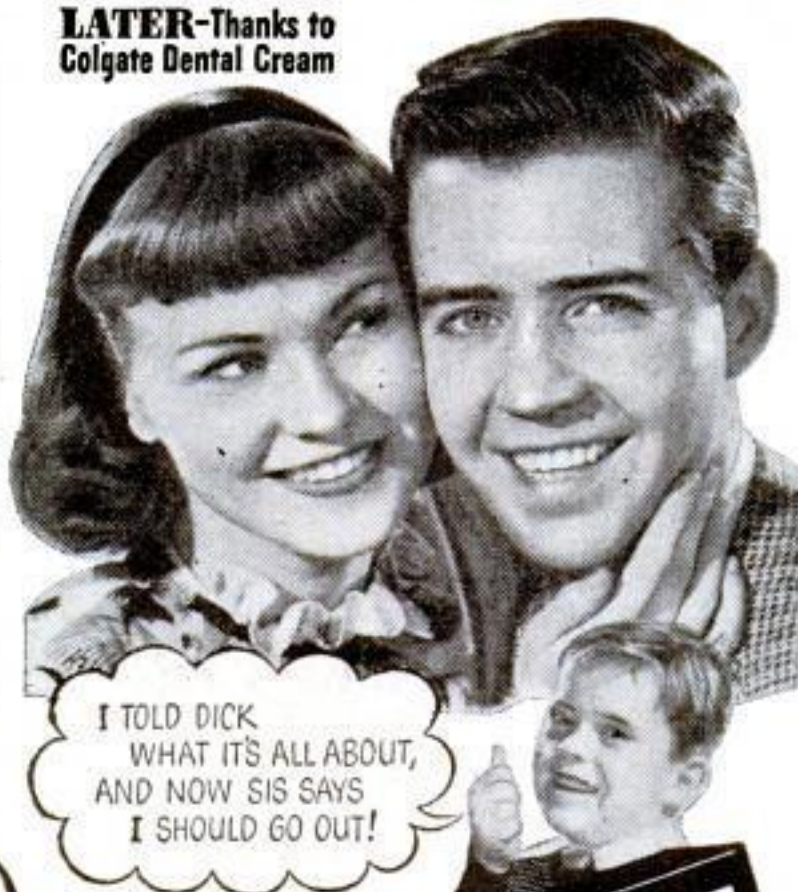
Long shots of his flight were obtained by photographing a dummy. To show Hope himself in mid-

air, comedian was strung up with piano wire, blasted with wind machine to simulate motion and told to look frightened. By mixing shots of the moving dummy and the stationary comedian, Paramount hopes to keep every moviegoer's heart in his mouth until Hope is shown landing safely in a tree (*next page*).

Sis Says She Just Went Out!



LATER—Thanks to Colgate Dental Cream



COLGATE DENTAL CREAM
Cleans Your Breath While It Cleans Your Teeth!

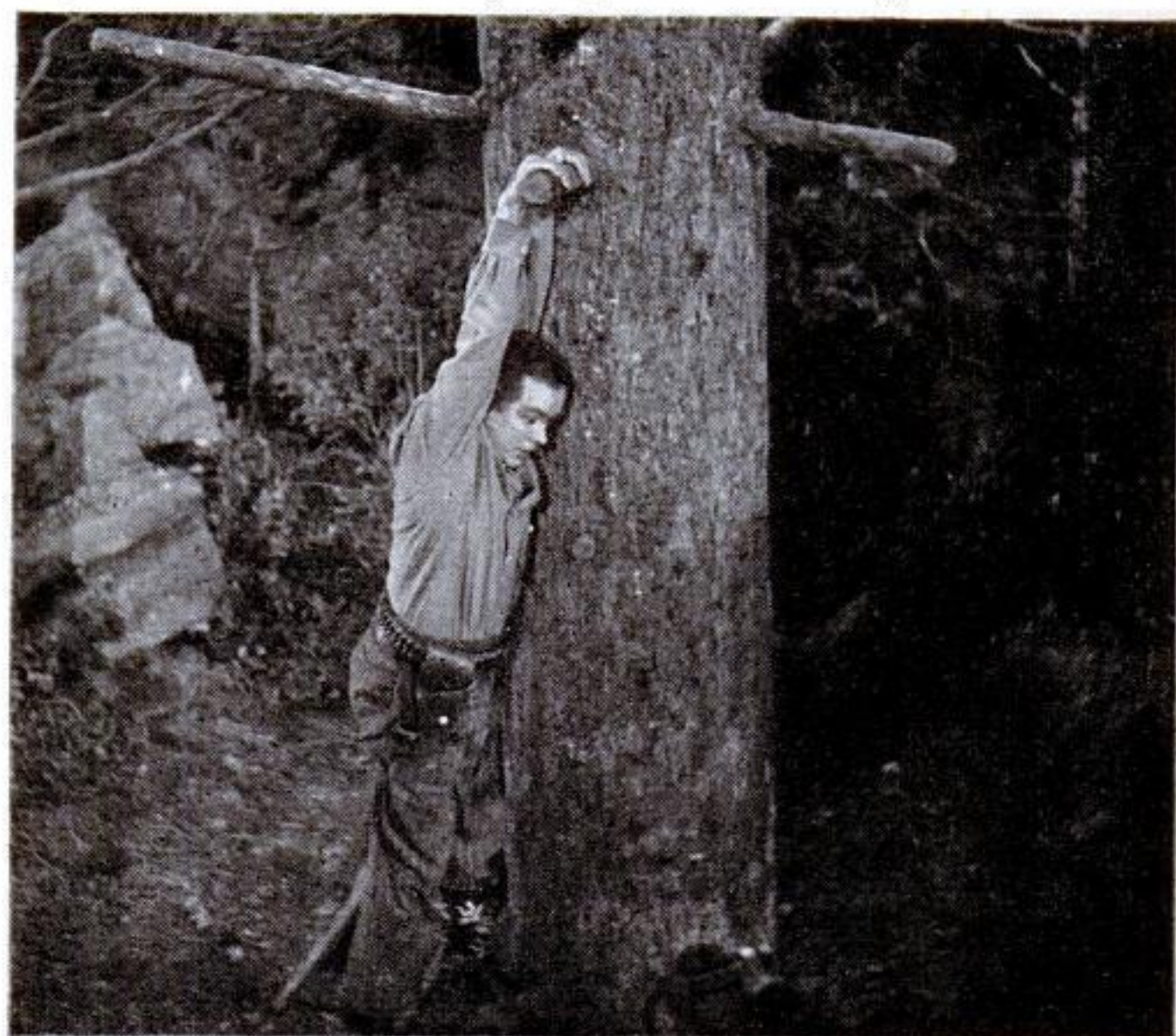


SPEAKING OF PICTURES

CONTINUED



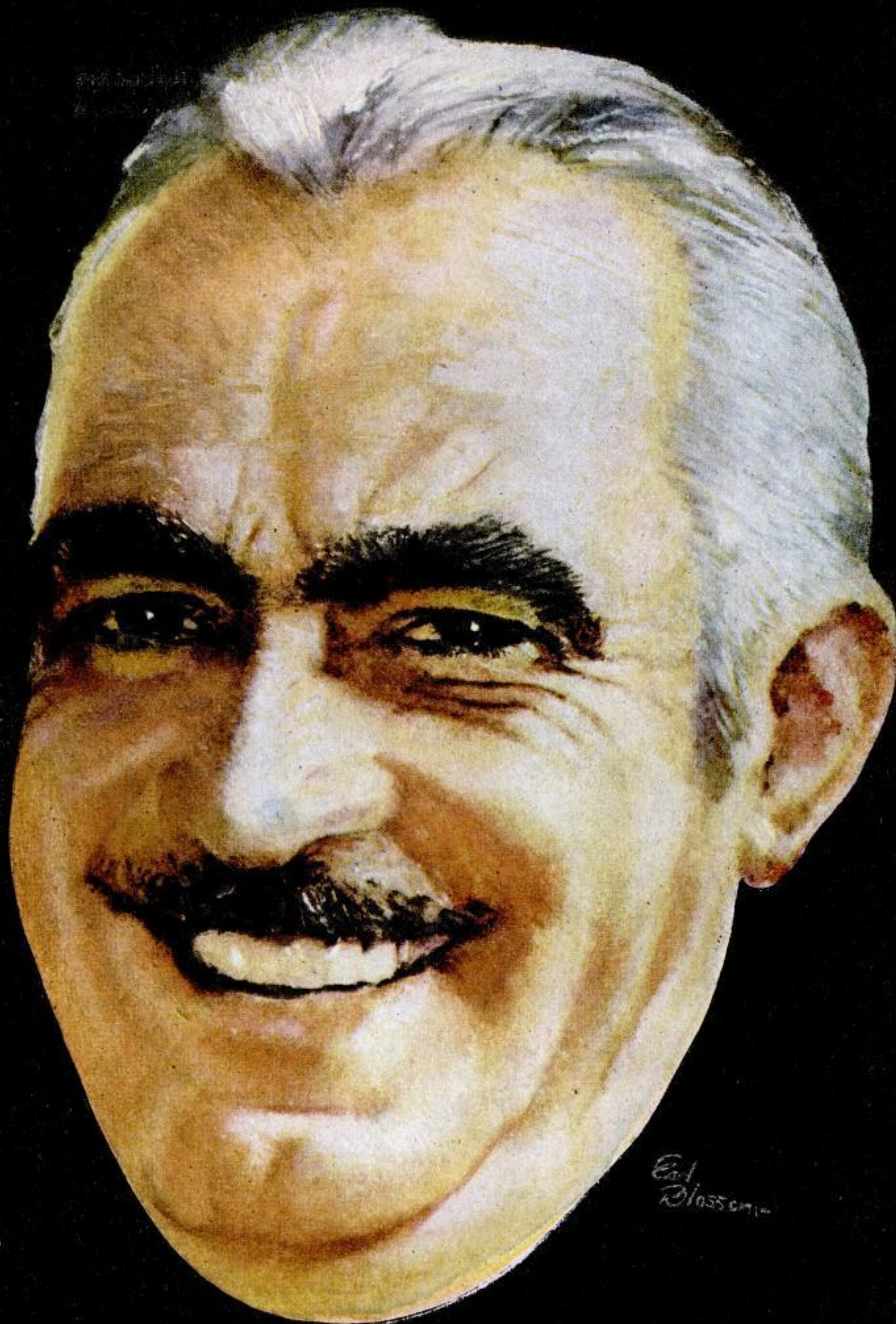
HOPE LANDS in a tree. Actually he just stood on a branch and was photographed. Audiences will see only a long shot of the dummy as it falls into tree.



HOPE CLIMBS DOWN from the tree. This scene from the movie makes his descent look quite precarious. It is supposed to end with a jump to the ground.



NOT SO DANGEROUS was the actual descent, made on a fake tree in the studio. Prop man sits on top of the tree waiting for Hope to start going down.



W. F. (Bill) BROST

Bill Brost knows cars inside out... handles thousands of them every year at his own service station—5329 York Boulevard, Los Angeles, California.

"I use Macmillan Oil in my own car... checking thousands of cars a year...for over eight years in my service station...I see every day what a big difference it makes when you use Macmillan regularly."

Bill Brost is right! Macmillan Oil does make a big difference in a car's performance. That's why, throughout the nation, thousands of men who know motors use Macmillan Oil in their own cars.

These experts see every day how Macmillan Oil removes hard carbon...keeps motors cleaner. Take a tip from these service station operators who know cars. Use Macmillan Oil in your car *regularly*.





THE WAR MEMOIRS

OF THE RT. HON.

WINSTON

CHURCHILL

O.M., C.H., M.P.

MORAL OF THE WORK

In War: Resolution

In Victory: Magnanimity

In Defeat: Defiance

In Peace: Goodwill

PREFACE

I must regard these volumes as a continuation of the story of the First World War which I set out in *The World Crisis*, *The Eastern Front* and *The Aftermath*. Together, if the present work is completed, they will cover an account of another Thirty Years War.

I have followed, as in previous volumes, as far as I am able, the method of Defoe's *Memoirs of a Cavalier*, in which the author hangs the chronicle and discussion of great military and political events upon the thread of the personal experiences of an individual. I am perhaps the only man who has passed through both the two supreme cataclysms of recorded history in high Cabinet office. Whereas however in the First World War I filled responsible but subordinate posts, I was for more than five years in this second struggle with Germany the Head of His Majesty's Government. I write therefore with more authority than was possible in my earlier books.

These thirty years of action and advocacy comprise and express my life-effort, and I am content to be judged upon them. I have adhered to my rule of never criticising any measure of war or policy after the event unless I had before expressed publicly or formally my opinion or warning about it. It has given me pain to record dis-

agreements with so many men whom I liked or respected; but it would be wrong not to lay the lessons of the past before the future. Let no one look down on those honourable, well-meaning men whose actions are chronicled in these pages, without searching his own heart, reviewing his own discharge of public duty, and applying the lessons of the past to his future conduct.

It must not be supposed that I expect everybody to agree with what I say, still less that what I am writing will be popular. I only give my testimony according to the lights I follow.

There never was a war more easy to stop than that which has just wrecked what was left of the world from the previous struggle. The human tragedy reaches its climax in the fact that after all the exertions and sacrifices of hundreds of millions of people and of the victories of the Righteous Cause, we have still not found Peace or Security, and that we lie in the grip of even worse periods than those we have surmounted. It is my earnest hope that pondering upon the past may give guidance in days to come, enable a new generation to repair some of the errors of former years and thus govern, in accordance with the needs and glory of man, the awful unfolding scene of the future.

WINSTON SPENCER CHURCHILL

← GREAT STATESMEN of World War I are here grouped in an imaginary setting in this monumental picture by Sir James Guthrie which hangs in the National Portrait Gallery in London. Winston Churchill is seated in the center. Lord Balfour stands with hand outstretched at right. Lloyd George is at table third from left while Asquith is sitting at extreme right.

Chartwell,
Westerham,
Kent.
March, 1948.

THE SECOND WORLD WAR

THE WAR MEMOIRS OF
THE RT. HON.

WINSTON CHURCHILL

VOLUME I: THE GATHERING STORM

How the English-speaking peoples
through their unwisdom, carelessness and good nature
allowed the wicked to rearm

COPYRIGHT 1948 IN U.S.A. BY TIME, INC. (PUBLISHER OF TIME AND LIFE) AND THE NEW YORK TIMES COMPANY. WORLD RIGHTS RESERVED. REPRODUCTION IN FULL OR IN PART IN ANY LANGUAGE STRICTLY PROHIBITED.

AFTER the end of the World War of 1914 there was a deep conviction and almost universal hope that peace would reign in the world. This heart's desire of all the peoples could easily have been gained by steadfastness in righteous convictions, and by reasonable common sense and prudence. The victorious Allies were at that time all-powerful, so far as their outside enemies were concerned. Before them lay the map of Europe to be redrawn almost as they might resolve. After fifty-two months of agony and hazards the Teutonic coalition lay at their mercy, and not one of its four members could offer the slightest resistance to their will. Germany, the head and forefront of the offence, regarded by all as the prime cause of the catastrophe which had fallen upon the world, was at the mercy or discretion of conquerors, themselves reeling from the torment they had endured. Moreover, this had been a war, not of Governments, but of peoples. The whole life-energy of the greatest nations had been poured out in wrath and slaughter. The war leaders assembled in Paris had been borne thither upon the strongest and most furious tides that have ever flowed in human history. Gone were the days of the treaties of Utrecht and Vienna, when aristocratic statesmen and diplomats, victor and vanquished alike, met in polite and courtly disputation, and, free from the clatter and babel of democracy, could reshape systems upon the fundamentals of which they were all agreed. The peoples, transported by their sufferings and by the mass teachings with which they had been inspired, stood around in scores of millions to demand that retribution should be exacted to the full. Woe betide the leaders now perched on their dizzy pinnacles of triumph if they cast away at the conference table what the soldiers had won on a hundred blood-soaked battlefields.

Nearly a million and a half Frenchmen had perished defending the soil of France on which they had stood against the invader. Five times in a hundred years, in 1814, 1815, 1870, 1914 and 1918, had the towers of Notre Dame seen the flash of Prussian guns and heard the thunder of their cannonade. Now for four horrible years thirteen provinces of France had lain in the rigorous grip of Prussian military rule. Wide regions had been systematically devastated by the enemy or pulverised in the encounter of the armies. There was not a cottage nor a family from Verdun to Toulon that did not mourn its dead or shelter its cripples. To those Frenchmen, and there were many in high authority, who had fought and suffered in 1870, it seemed almost a miracle that France should have emerged victorious

from the incomparably more terrible struggle which had just ended. All their lives they had dwelt in fear of the German Empire. They remembered the preventive war which Bismarck had sought to wage in 1875; they remembered the brutal threats which had driven Delcassé from office in 1905; they had quaked at the Moroccan menace in 1906, at the Bosnian dispute of 1908, and at the Agadir crisis of 1911. The Kaiser's "mailed fist" and "shining armour" speeches might be received with ridicule in England and America. They sounded a knell of horrible reality in the hearts of the French. For fifty years almost they had lived under the terror of the German arms. Now, at the price of their life-blood, the long oppression had been rolled away. Surely here at last was peace and safety. With one passionate spasm the French people cried "Never again!"

But the future was heavy with foreboding. What prospect was there that the Great Allies would once again appear in their millions upon the battlefields of France or in the East? Russia was in ruin and convulsion, transformed beyond all semblance of the past. Italy might be upon the opposite side. Great Britain and the United States were separated by the seas or oceans from Europe. The British Empire itself seemed knit together by ties which none but its citizens could understand. What combination of events could ever bring back again to France and Flanders the formidable Canadians of the Vimy Ridge; the glorious Australians of Villers-Bretonneux; the dauntless New Zealanders of the crater fields of Passchendaele; the steadfast Indian Corps which in the cruel winter of 1914 had held the line by Armentières? When again would peaceful, careless, anti-militarist Britain tramp the plains of Artois and Picardy with armies of two or three million men? When again would the ocean bear two millions of the splendid manhood of America to Champagne and the Argonne? Worn down, doubly decimated, but undisputed masters of the hour, the French nation peered into the future in thankful wonder and haunting dread. Where then was that security without which all that had been gained seemed valueless, and life itself, even amid the rejoicings of victory, was almost unendurable?

The territorial provisions of the Treaty of Versailles left Germany practically intact. She still remained the largest homogeneous racial block in Europe. When Marshal Foch heard of the signing of the Peace Treaty of Versailles he observed with singular accuracy: "This is not Peace. It is an Armistice for twenty years."

The economic clauses of the treaty were malignant and silly to an

extent that made them obviously futile. Germany was condemned to pay reparations on a fabulous scale. These dictates gave expression to the anger of the victors, and to the belief of their peoples that any defeated nation or community can ever pay tribute on a scale which would meet the cost of modern war.

The multitudes remained plunged in ignorance of the simplest economic facts, and their leaders, seeking their votes, did not dare to undeceive them. The newspapers, after their fashion, reflected and emphasised the prevailing opinions. Few voices were raised to explain that payment of reparations can only be made by services or by the physical transportation of goods in wagons across land frontiers or in ships across salt water; or that when these goods arrive in the demanding countries, they dislocate the local industry except in very primitive or rigorously-controlled societies. In practice, as even the Russians have now learned, the only way of pillaging a defeated nation is to cart away any movables which are wanted, and to drive off a portion of its manhood as permanent or temporary slaves. But the profit gained from such processes bears no relation to the cost of the war.

No one in great authority had the wit, ascendancy, or detachment from public folly, to declare these fundamental, brutal facts to the electorates; nor would anyone have been believed if he had. The triumphant Allies continued to assert that they would squeeze Germany "till the pip squeaked." All this had a potent bearing on the prosperity of the world and the mood of the German race.

In fact, however, these clauses were never enforced. Germany only paid, or was only able to pay, the indemnities later extorted because the United States was profusely lending money to Europe, and especially to her. In fact, during the three years 1926 to 1929 the United States was receiving back in the form of debt-installment indemnities from all quarters about one-fifth of the money which she was lending to Germany with no chance of repayment. However, everybody seemed pleased and appeared to think this might go on forever.

History will characterise all these transactions as insane. Germany now borrowed in all directions, swallowing greedily every credit which was lavishly offered her. Misguided sentiment about aiding the vanquished nation, coupled with a profitable rate of interest on these loans, led British investors to participate, though on a much smaller scale than those of the United States. All this is a sad story of complicated idiocy in the making of which much toil and virtue was consumed.

THE second cardinal tragedy was the complete break-up of the Austro-Hungarian Empire by the Treaties of St. Germain and Trianon. For centuries this surviving embodiment of the Holy Roman Empire had afforded a common life, with advantages in trade and security, to a large number of peoples, none of whom in our own time had the strength or vitality to stand by themselves in the face of pressure from a revived Germany or Russia. All these races wished to break away from the Federal or Imperial structure, and to encourage their desires was deemed a liberal policy. The Balkanisation of South-Eastern Europe proceeded apace, with the consequent relative aggrandisement of Prussia and the German Reich, which, though tired and war-scarred, was intact and locally overwhelming. There is not one of the peoples or provinces that constituted the Empire of the Hapsburgs to whom gaining their independence has not brought the tortures which ancient poets and theologians had reserved for the

damned. The noble capital of Vienna, the home of so much long-defended culture and tradition, the centre of so many roads, rivers and railways, was left stark and starving, like a great emporium in an impoverished district whose inhabitants have mostly departed.

THE victors imposed upon the Germans all the long-sought ideals of the liberal nations of the West. They were relieved from the burden of compulsory military service and from the need of keeping up heavy armaments. The enormous American loans were presently pressed upon them, though they had no credit. A democratic constitution, in accordance with all the latest improvements, was established at Weimar. Emperors having been driven out, nonentities were elected. Beneath this flimsy fabric raged the passions of the mighty, defeated, but substantially uninjured German nation. The prejudice of the Americans against monarchy, which Mr. Lloyd George made no attempt to counteract, had made it clear to the beaten Empire that it would have better treatment from the Allies as a Republic than as a Monarchy. Wise policy

would have crowned and fortified the Weimar Republic with a constitutional sovereign in the person of an infant grandson of the Kaiser, under a Council of Regency. Instead, a gaping void was opened in the national life of the German people. All the strong elements, military and feudal, which might have rallied to a constitutional monarchy and for its sake respected and sustained the new democratic and Parliamentary processes, were for the time being unhinged. The Weimar Republic, with all its liberal trappings and blessings, was regarded as an imposition of the enemy. It could not hold the loyalties or the imagination of the German people. For a spell they sought to cling as in desperation to the aged Marshal Hindenburg. Thereafter mighty forces were adrift; the void was open, and into that void after a pause there strode a maniac of ferocious genius, the repository and expression of the most virulent hatreds that have ever corroded the human breast—Corporal Hitler.

IT was a haggard France that greeted the dawn of victory.

Deep fear of Germany pervaded the French nation on the morrow of their dazzling success. It was this fear that had prompted Marshal Foch to demand the Rhine frontier for the safety of France against her far larger neighbour. But the British and American statesmen held that the absorption of German-populated districts in French territory was contrary to the Fourteen Points and to the principles of nationalism and self-determination upon which the Peace Treaty was to be based. They therefore withstood Foch and France. They gained Clemenceau by promising: first, a joint Anglo-American guarantee for the defence of France; secondly, a demilitarised zone; and thirdly, the total, lasting disarmament of Germany. Clemenceau accepted this in spite of Foch's protests and his own instincts. The Treaty of Guarantee was signed accordingly by Wilson and Lloyd George and Clemenceau. The United States Senate refused to ratify the treaty. They repudiated President Wilson's signature. And we, who had deferred so much to his opinions and wishes in all this business of peace-making, were told without much ceremony that we ought to be better informed about the American Constitution.

In the fear, anger and disarray of the French people, the rugged, dominating figure of Clemenceau, with his world-famed authority, and his special British and American contacts, was incontinently

EDITORS' NOTE

No other statesman has guided his country through so much of World War II as Winston Churchill, who held office, mostly as prime minister, from the anxious beginning until victory was assured. No other living statesman commands such personal memories as this soldier-correspondent who fought in India and chronicled the Boer War in the great days when only the distant crash of colonial wars disturbed the majesty of Victoria's Empire, who took part at Omdurman in one of the last cavalry charges in history, and yet lived to lead his countrymen with undiminished vigor in our own apocalyptic time. Distinguished in both major and minor ways as artist, horseman, wit, naval strategist, prophet and orator, he is also, uniquely among modern statesmen, a first-class historian and master of English style.

LIFE this week begins the exclusive U.S. magazine publication of Mr. Churchill's latest memoirs concurrently with the New York Times and publications in 42 other countries. This and the following five instalments from Volume I cover the period between 1919 and his assumption of the prime ministry in 1940. Mr. Churchill has already completed Volume II, which it is expected will be serialized in LIFE next year, and is now occupied with the third of his contemplated five volumes. Each volume will be published unabridged by Houghton Mifflin Company, beginning in June. Volume I, The Gathering Storm, is also the Book-of-the-Month Club selection for July.

discarded. "Ingratitude towards their great men," says Plutarch, "is the mark of strong peoples."

Poincaré, the strongest figure who succeeded Clemenceau, attempted to make an independent Rhineland under the patronage and control of France. This had no chance of success. He did not hesitate to try to enforce reparations on Germany by the invasion of the Ruhr. This certainly imposed compliance with the Treaties on Germany; but it was severely condemned by British and American opinion. As a result of the general financial and political disorganisation of Germany together with reparation payments during the years 1919 to 1923, the Mark rapidly collapsed. The rage aroused in Germany by the French occupation of the Ruhr led to a vast, reckless printing of paper notes with the deliberate object of destroying the whole basis of the currency. In the final stages of the inflation the Mark stood at 43,000,000,000,000 to the pound sterling. The social and economic consequences of this inflation were deadly and far-reaching. The savings of the middle classes were wiped out, and a natural following was thus provided for the banners of National Socialism. The whole structure of German industry was distorted by the growth of mushroom trusts. The entire working capital of the country disappeared. The internal national debt and the debt of industry in the form of fixed capital charges and mortgages were of course simultaneously liquidated or repudiated. But this was no compensation for the loss of working capital. All led directly to the large-scale borrowings of a bankrupt nation abroad which were the feature of ensuing years. German sufferings and bitterness marched forward together—as they do to-day.

THE League of Nations had no sooner been created than it received an almost mortal blow. The United States abandoned President Wilson's offspring. Isolationist conceptions prevailed. Europe must be left to stew in its own juice, and must pay its lawful debts. At the same time tariffs were raised to prevent the entry of the goods by which alone these debts could be discharged. At the Washington Conference of 1921, far-reaching proposals for naval disarmament were made by the United States, and the British and American Governments proceeded to sink their battleships and break up their military establishments with gusto. It was argued in odd logic that it would be immoral to disarm the vanquished unless the victors also stripped themselves of their weapons. The finger of Anglo-American reprobation was presently to be pointed at France, deprived alike of the Rhine frontier and of her treaty guarantee, for maintaining, even on a greatly reduced scale, a French Army based upon universal service.

The United States made it clear to Britain that the continuance of her alliance with Japan, to which the Japanese had punctiliously conformed, would constitute a barrier in Anglo-American relations. Accordingly this alliance was brought to an end. The annulment caused a profound impression in Japan, and was viewed as the

spurning of an Asiatic Power by the Western World. Although the Washington Naval Agreement prescribed a lower ratio of strength in capital ships for Japan than for Britain and the United States (five: five: three), the quota assigned to her was well up to her building and financial capacity for a good many years, and she watched with an attentive eye the two leading naval Powers cutting each other down far below what their resources would have permitted and what their responsibilities enjoined. Thus, both in Europe and in Asia, conditions were swiftly created by the victorious Allies which, in the name of peace, cleared the way for the renewal of war.



CHANCELLOR OF EXCHEQUER

Role of chancellor of exchequer, commemorated above in a scrapbook, realized one of Mr. Churchill's highest aims. He now could wear the robes of his father, Lord Randolph Churchill, chancellor in 1886, whose handwritten budget (below) hangs at Chartwell. It proposed a reduction of income tax to five pence in the pound.

Expenditure		Income	
90. 400 000		90. 000 000	
Deficit 2. 600 000	Local grants in aid	add	Local taxation
4. 500 000	Change in debt	1. 400 000	Death duties
1. 300 000	diminished expenditure	1. 600 000	House duties
32. 000 000		204 000	Local Stamp
		315 000	Corporation duty
		500 000	Harbours
		300 000	Sundries
		250 000	Wine
		94 800 000	
Surplus income over expenditure			
12. 600 000			
Grant to local bodies 500 000	Loan 270 000		
3rd income tax 4,870 000	aid for 500 000		
2nd income tax 14 000 000			
4th income tax 500 000			
11 470 000			
		12 500 000	
		11 770 000	
		780 000 surplus income	

were destined soon to plunge the world into even more hideous strife, which none can say has ended with their destruction.

Nevertheless one solid security for peace remained. Germany was disarmed. Up till the year 1934 the power of the conquerors remained unchallenged in Europe and indeed throughout the world. There was no moment in these sixteen years when the three former Allies, or even Britain and France with their associates in Europe, could not in the name of the League of Nations and under its moral and international shield have controlled by a mere effort of the will the armed strength of Germany. Instead, until 1931 the victors and

WHILE all these untoward events were taking place, amid a ceaseless chatter of well-meant platitudes on both sides of the Atlantic, a new and more terrible cause of quarrel than the Imperialism of Czars and Kaisers became apparent in Europe. The Civil War in Russia ended in the absolute victory of the Bolshevik Revolution. The Soviet Armies which advanced to subjugate Poland were indeed repulsed in the battle of Warsaw, but Germany and Italy nearly succumbed to Communist propaganda and designs. Hungary actually fell for a while under the control of the Communist dictator, Bela Kun. Although Marshal Foch wisely observed that "Bolshevism had never crossed the frontiers of victory," the foundations of European civilisation trembled in the early post-war years. Fascism was the shadow or ugly child of Communism. While Corporal Hitler was making himself useful to the German officer-class in Munich by arousing soldiers and workers to fierce hatred of Jews and Communists, on whom he laid the blame of Germany's defeat, another adventurer, Benito Mussolini, provided Italy with a new theme of government which, while it claimed to save the Italian people from Communism, raised himself to dictatorial power. As Fascism sprang from Communism, so Nazism developed from Fascism. Thus were set on foot those kindred movements which

TEXT CONTINUED PAGE 37
PICTURES NEXT 4 PAGES



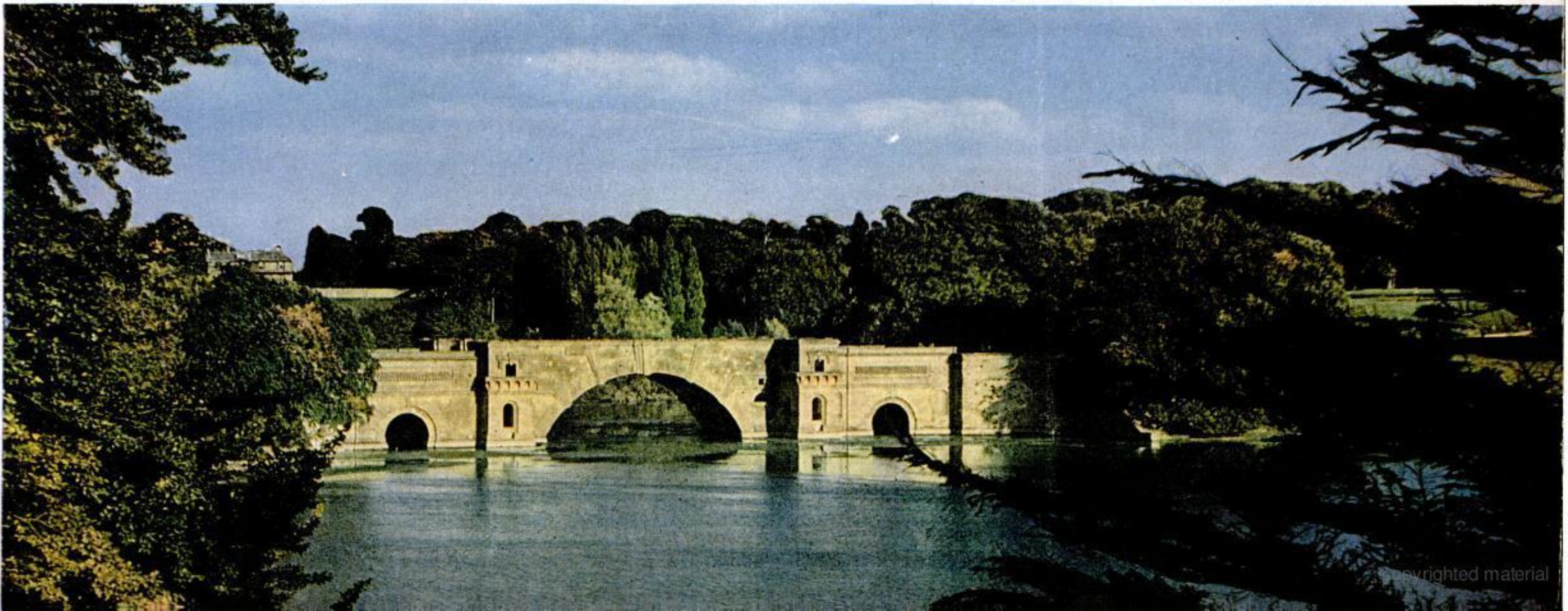
BLenheim PALACE IS ENGLAND'S TRIBUTE IN HEROIC STYLE TO MARLBOROUGH, HERO OF BATTLE OF BLENHEIM

MR. CHURCHILL'S BACKGROUND

The sense of history and greatness in Winston Churchill is closely linked with Blenheim Palace, the magnificent structure which a grateful English nation built for his ancestor John Churchill, first Duke of Marlborough, the victor of Blenheim. Winston was born here in 1874 (his father was the third son of the seventh duke); it was in

the gardens of the palace that he proposed to his wife; and its reminders of the glory that his ancestor shed on England have inspired his own career. Sir John Vanbrugh, the architect, wrangled with Sarah, Duchess of Marlborough, over the design of the bridge (*below*) and palace, which she felt ran too much to pomp and magnificence.

ORNAMENTAL VANBRUGH BRIDGE AT BLENHEIM BEARS NAME OF THE ARCHITECT WHO DESIGNED THE PALACE





MARLBOROUGH'S COAT OF ARMS

HE LOOKS BACK UPON GRANDEUR

Churchill's ancestors
made English history



COURTESY OF THE DUKE OF MARLBOROUGH



SIR WINSTON CHURCHILL was duke's father.
"... His blood, not his pen ... carried his message."



FIRST DUKE of Marlborough was "foremost of English
soldiers ... in the first rank among statesmen of our history."



BATTLE OF BLENHEIM (above) climaxed Marlborough's march from North Sea to Danube. "Annals of the British Army contain no more heroic episode."

WINSTON CHURCHILL'S best-known work is a six-volume history of his illustrious ancestor, *Marlborough, His Life and Times*, from which the quotations in the captions on these pages are taken. Mr. Churchill's own career strikingly resembles Marlborough's. The duke's famous campaigns in the wars of William and Mary and Queen Anne against the France of Louis XIV went on intermittently from 1689 to 1711. All were aimed at preventing dominance of the European continent by one power; Churchill directed Great Britain in World War II toward a similar end. The Duke of Marlborough was a diplomat no less than a soldier, and held together a shifting alliance until victory was won; his descendant has done the same in more recent crises.

Marlborough's father was an impoverished Royalist captain in the days of Cromwell and the Civil Wars. The family motto, "Faithful but unfortunate," aptly describes his frustration. After the Restoration his son John served the Stuarts and went over to William of Orange in the "Glorious Revolution" of 1688. In 1702 he was made captain-general of the English armies. A few months later, after winning several battles for the Grand Alliance against France, he was created Duke of Marlborough. The duke's sister Arabella, incidentally, had been the mistress of the Duke of York, later James II. The Duke of Berwick, one of the four children she bore her royal lover, became marshal of France, and thus a leading commander of the forces which opposed his uncle Marlborough.

The rich Brussels tapestry at the left, one of a series of 14 in the palace which celebrate Marlborough's great victories on the Continent, like Malplaquet, Oudenarde and Ramillies, commemorates his greatest of all—the Battle of Blenheim in 1704. Marlborough sits on his white charger, attended by his allied commanders, receiving a French surrender.



ARABELLA CHURCHILL (right, with brother Winston) became mistress of James II. "... Her figure was exceedingly beautiful."



SARAH, Duchess of Marlborough, was "a great lady—after the Queen the greatest in the land."



THE GRAND CABINET is most impressive room in the part of the palace still used by the family of the present and tenth Duke of Marlborough, Winston Churchill's cousin. (Much of the building is now occupied by gov-

ernment offices.) Now known simply as the Red Room, its walls and draperies of coral damask are regally splendid despite age. Portrait above the fireplace is of Caroline, wife of the fourth duke, by Sir Joshua Reynolds.

CONTINUED FROM PAGE 32

particularly the United States concentrated their efforts upon extorting by vexatious foreign controls their annual reparations from Germany. The fact that these payments were made only from far larger American loans reduced the whole process to the absurd. Nothing was reaped except ill-will. On the other hand, the strict enforcement at any time till 1934 of the Disarmament Clauses of the Peace Treaty would have guarded indefinitely, without violence or bloodshed, the peace and safety of mankind. But this was neglected while the infringements remained petty, and shunned as they assumed serious proportions. Thus the final safeguard of a long peace was cast away. The crimes of the vanquished find their background and their explanation, though, not, of course, their pardon, in the follies of the victors. Without these follies crime would have found neither temptation nor opportunity.

IN these pages I attempt to recount some of the incidents and impressions which form in my mind the story of the coming upon mankind of the worst tragedy in its tumultuous history. This presented itself not only in the destruction of life and property inseparable from war. There had been fearful slaughters of soldiers in the First World War, and much of the accumulated treasure of the nations was consumed. Still, apart from the excesses of the Russian Revolution, the main fabric of European civilisation remained erect at the close of the struggle. When the storm and dust of the cannonade passed suddenly away, the nations despite their enmities could still recognise each other as historic racial personalities. The laws of war had on the whole been respected. There was a common professional meeting-ground between military men who had fought one another. Vanquished and victors alike still preserved the semblance of civilised states. A solemn Peace was made which, apart from unenforceable financial aspects, conformed to the principles which in the Nineteenth Century had increasingly regulated the relations of enlightened peoples. The reign of law was proclaimed, and a World Instrument was formed to guard us all, and especially Europe, against a renewed convulsion.

Now in the Second World War every bond between man and man was to perish. Crimes were committed by the Germans under the Hitlerite domination to which they allowed themselves to be subjected, which find no equal in scale and wickedness with any that have darkened the human record. The wholesale massacre by systematised processes of six or seven millions of men, women and children in the German execution camps exceeds in horror the rough

and ready butcheries of Genghis Khan, and in scale reduces them to pigmy proportions. Deliberate extermination of whole populations was contemplated and pursued by both Germany and Russia in the Eastern war. The hideous process of bombarding open cities from the air, once started by the Germans, was repaid twenty-fold by the ever-mounting power of the Allies, and found its culmination in the use of the atomic bombs which obliterated Hiroshima and Nagasaki.

1919-1936: A CHRONOLOGY

- 1919—Treaty of Versailles with Germany
Austro-Hungarian Empire broken up
Weimar Republic proclaimed in Germany
- 1920—First Council and Assembly of League
U.S. rejects League Covenant, begins era of isolation
- 1921—Harding President of U.S.
Hitler becomes leader of Nazi party
- 1922—Inflation runs wild in Germany
Mussolini marches on Rome
End of Lloyd George coalition in Britain
- 1923—Harding dies, Coolidge President
First Baldwin government
Ruhr occupied by French troops
Nazi *Putsch* in Munich, Hitler jailed
- 1924—Lenin dies, Stalin and Trotsky struggle for power
MacDonald forms first Labor government
Baldwin forms his second government
- 1925—Locarno treaties for European security signed
Hindenburg becomes president of Germany
- 1926—Germany admitted to League
- 1927—Hindenburg repudiates German war guilt
- 1928—Kellogg-Briand Pact "outlaws" war
- 1929—Hoover President
Stock market collapses
Second MacDonald government
- 1930—U.S. depression spreads through world
French evacuate Rhineland
- 1931—Hoover moratorium on war debts
MacDonald forms National Coalition
Japanese invade Manchuria
- 1932—World Disarmament Conference opens
Lausanne Conference reduces reparations
- 1933—Roosevelt President; the New Deal
Hitler becomes chancellor of Germany
Germany and Japan withdraw from League
- 1934—Hitler tightens Nazi hold on Germany
Civil war in Austria; Dollfuss killed
Disarmament Conference fails
Hindenburg dies; Hitler absolute dictator
Alexander of Yugoslavia assassinated
Purges begin in Russia
- 1935—Saar returns to Germany by plebiscite
Conscription in Germany
Anglo-German naval treaty
Third Baldwin government
Italy invades Ethiopia
- 1936—Hitler remilitarizes Rhineland

WE have at length emerged from a scene of material ruin and moral havoc the like of which had never darkened the imagination of former centuries. After all that we suffered and achieved we find ourselves still confronted with problems and perils not less but far more formidable than those through which we have so narrowly made our way.

It is my purpose, as one who lived and acted in these days, first to show how easily the tragedy of the Second World War could have been prevented; how the malice of the wicked was reinforced by the weakness of the virtuous; how the structure and habits of democratic States, unless they are welded into larger organisms, lack those elements of persistence and conviction which can alone give security to humble masses; how, even in matters of self-preservation, no policy is pursued for even ten or fifteen years at a time. We shall see how the counsels of prudence and restraint may become the prime agents of mortal danger; how the middle course adopted from desires for safety and a quiet life may be found to lead direct to the bull's-eye of disaster. We shall see how absolute is the need of a broad path of international action pursued by many States in common across the years, irrespective of the ebb and flow of national politics.

IT was a simple policy to keep Germany disarmed and the victors adequately armed for thirty years, and in the meanwhile, even if a reconciliation could not be made with Germany, to build ever more strongly a true League of Nations capable of making sure that Treaties were kept or changed only

by discussion and agreement. When three or four powerful Governments acting together have demanded the most fearful sacrifices from their peoples, when these have been given freely for the common cause, and when the longed-for result has been attained, it would seem reasonable that concerted action should be preserved so that at least the essentials would not be cast away. But this modest requirement the might, civilisation, learning, knowledge, science, of the victors were unable to supply. They lived from hand to mouth and from day to day, and from one election to another, until, when scarcely twenty years were out, the dread signal of the Second World War was given, and we must write of

the sons of those who had fought and died so faithfully and well:
 "Shoulder to aching shoulder, side by side,
 They trudged away from life's broad wealds of light."*

The Baldwin-MacDonald Régime

DURING the year 1922 a new leader arose in Britain. Mr. Stanley Baldwin had been unknown or unnoticed in the world drama and played a modest part in domestic affairs. He had been Financial Secretary to the Treasury during the War and was at this time President of the Board of Trade. He became the ruling force in British politics from October, 1922, when he ousted Mr. Lloyd George, until May, 1937, when, loaded with honours and enshrined in public esteem, he laid down his heavy task and retired in dignity and silence to his Worcestershire home. My relations with this statesman are a definite part of the tale I have to tell. Our differences at times were serious, but all these years and later I never had an unpleasant personal interview or contact with him, and at no time did I feel we could not talk together in good faith and understanding as man to man.

IN 1923 began that period of fourteen years which may well be called "The Baldwin-MacDonald Régime." During all that time Mr. Baldwin was always in fact if not in form either at the head of the Government or Leader of the Opposition, and as Mr. MacDonald never obtained an independent majority, Mr. Baldwin, whether in office or opposition, was the ruling political figure in Britain. At first in alternation, but eventually in political brotherhood, these two statesmen governed the country. Nominally the representatives of opposing parties, of contrary doctrines, of antagonistic interests, they proved in fact to be more nearly akin in outlook, temperament and method than any other two men who had been Prime Ministers since that office was known to the Constitution. Curiously enough, the sympathies of each extended far into the territory of the other. Ramsay MacDonald nursed many of the sentiments of the old Tory. Stanley Baldwin, apart from a manufacturer's ingrained approval of Protection, was by disposition a truer representative of mild Socialism than many to be found in the Labour ranks.

IN October, 1924, there was another General Election—the third in less than two years. The Conservatives were returned by a majority of 222 over all other Parties combined. At this time I stood fairly high in Tory popularity. At the Westminster by-election six months before I proved my hold upon Conservative forces. Although I stood as a Liberal, great numbers of Tories worked and voted for me. In charge of each of my thirty-four committee rooms was a Conservative M.P. defying his leader, Mr. Baldwin, and the Party machine. This was unprecedented. I was defeated only by forty-three votes out of twenty thousand cast. At the General Election I was returned for Epping by a ten thousand majority, but as a "Constitutionalist." I would not at that time adopt the name "Conservative." I had had some friendly contacts with Mr. Baldwin in the interval; but I did not think he would survive to be Prime Minister. Now on the morrow of his victory I had no idea how he felt towards me. I was surprised, and the Conservative Party dumbfounded, when he invited me to become Chancellor of the Exchequer, the office which my father had once held. A year later, with the approval of my constituents, not having been pressed personally in any way, I formally rejoined the Conservative Party and the Carlton Club, which I had left twenty years before.

MY first question at the Treasury of an international character was our American Debt. At the end of the war the European Allies owed the United States about ten milliard dollars, of which four thousand million were owed by Britain. On the other hand, we were owed by the other Allies, principally by Russia, seven thousand million dollars. In 1920 Britain had proposed an all-round cancellation of war debts. This involved, on paper at least, a sacrifice by us of about seven hundred and fifty million pounds sterling. As the value of money has halved since then, the figures could in fact be doubled. No settlement was reached. On August 1, 1922, in Mr. Lloyd George's day, the Balfour Note had declared that Great

Britain would collect no more from her debtors, Ally or former enemy, than the United States collected from her. This was a worthy statement. In December of 1922 a British Delegation under Mr. Baldwin, Chancellor of the Exchequer in Mr. Bonar Law's Government, visited Washington; and as the result Britain agreed to pay the whole of her war debt to the United States at a rate of interest reduced from five to three and a half per cent., irrespective of receipts from her debtors.

This agreement caused deep concern in many instructed quarters, and to no one more than the Prime Minister himself. It imposed upon Great Britain, much impoverished by the war in which, as she was to do once again, she had fought from the first day to the last, the payment of thirty-five millions sterling a year for sixty-two years. The basis of this agreement was considered, not only in this Island, but by many disinterested financial authorities in America, to be a severe and improvident condition for both borrower and lender. "They hired the money, didn't they?" said President Coolidge. This laconic statement was true, but not exhaustive. Payments between countries which take the form of the transfer of goods and services, or still more of their fruitful exchange, are not only just but beneficial. Payments which are only the arbitrary, artificial trans-

ERA OF FUTILE



DISCUSSIONS OPEN

The futility of the seemingly endless interwar conferences on reparations, disarmament and collective security to which Mr. Churchill refers is typified in these famous candid pictures by Erich Salomon of a talk at The Hague in 1930. Over brandy and cigars (left) French statesmen

mission across the exchange of such very large sums as arise in war finance cannot fail to derange the whole process of world economy. This is equally true whether the payments are exacted from an ally who shared the victory and bore much of the brunt, or from a defeated enemy nation. The enforcement of the Baldwin-Coolidge debt settlement is a recognisable factor in the economic collapse which was presently to overwhelm the world, to prevent its recovery and inflame its hatreds.

It fell to me to make settlements with all our Allies, so that added to the German payments which we had already scaled down, we could produce the thirty-five millions annually for the American Treasury. Severest pressure was put upon Germany, and a vexatious régime of international control of German internal affairs was imposed. The United States received from England three payments in full, and these were extorted from Germany by indemnities on the modified Dawes scale.

IN February, 1925, the German Government had addressed itself to M. Herriot, then French Premier. Their memorandum stated that Germany was willing to declare her acceptance of a pact by virtue of which the Powers interested in the Rhine, above all England, France, Italy and Germany, would enter into a solemn obligation for a lengthy period towards the Government of the United States, as Trustees, not to wage war against a contracting

*Siegfried Sassoon

State. Furthermore a pact expressly guaranteeing the existing territorial status on the Rhine would be acceptable to Germany. This was a remarkable event. The French Government undertook to consult their Allies. Mr. Austen Chamberlain made the news public in the House of Commons on March 5. Parliamentary crises in France and Germany delayed the process of negotiation, but after consultation between London and Paris a formal Note was handed to Herr Stresemann, the German Foreign Minister, by the French Ambassador in Berlin on June 16, 1925. The Note declared that no agreement could be reached unless as a prior condition Germany entered the League of Nations. There could be no suggestion in any proposed agreement of a modification of the conditions of the Peace Treaty. Belgium must be included among the contracting Powers; and finally the natural complement of a Rhineland Pact would be a Franco-German Arbitration Treaty.

The British attitude was debated in the House of Commons on June 24.

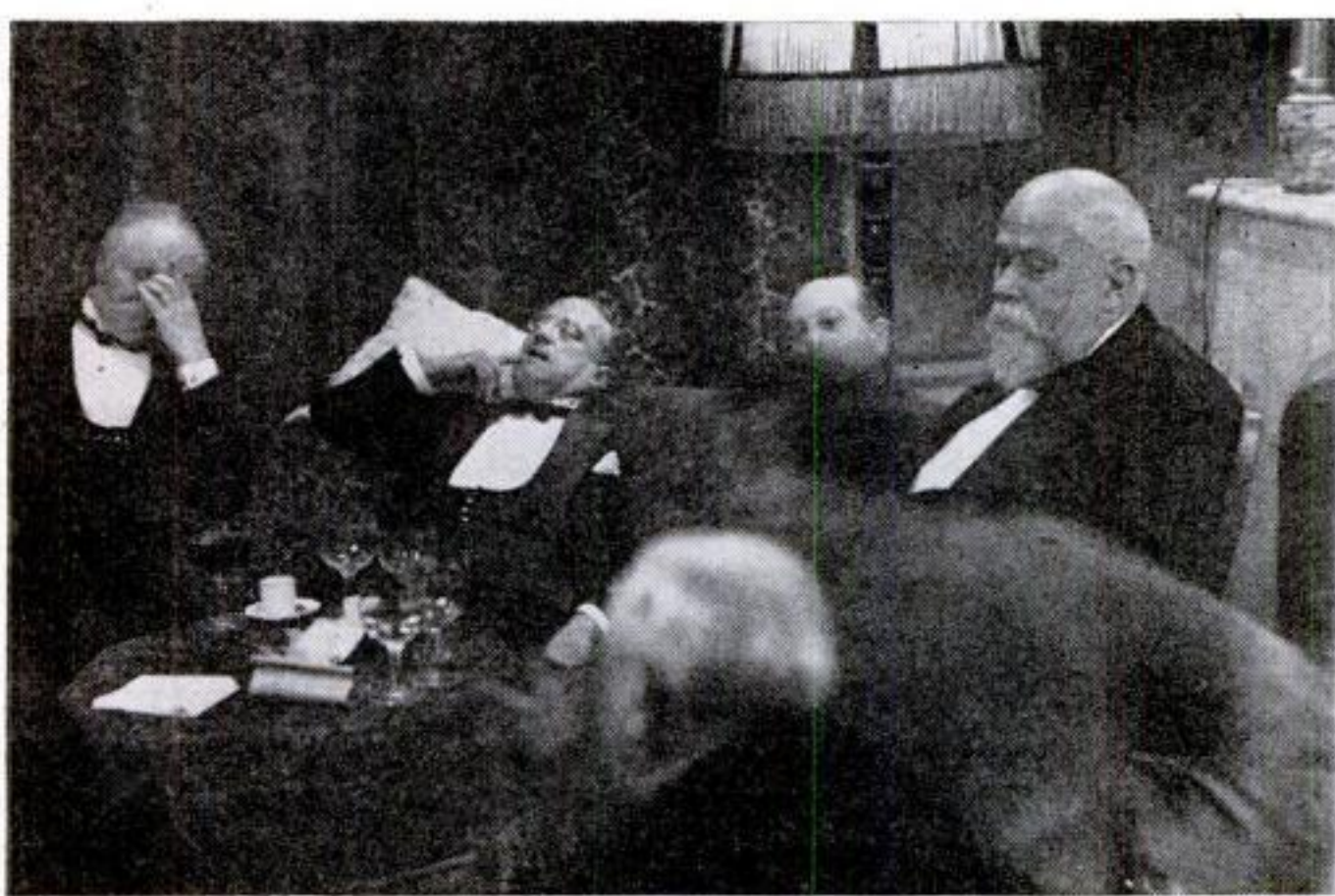
To me the aim of ending the thousand-year strife between France and Germany seemed a supreme object. If we could only weave Gaul and Teuton so closely together economically, socially and morally as to prevent the occasion of new quarrels, and make old

in all circumstances, and to stand united against any one of their number who broke the contract and marched in aggression upon a brother land. As between France and Germany, Great Britain became solemnly pledged to come to the aid of whichever of the other two States was the object of unprovoked aggression. This far-reaching military commitment was accepted by Parliament and endorsed warmly by the nation. The histories may be searched in vain for a parallel to such an undertaking.

My own view about this two-way guarantee was that while France remained armed and Germany disarmed, Germany could not attack her; and that on the other hand France would never attack Germany if that automatically involved Britain becoming Germany's ally. Thus, although the proposal seemed dangerous in theory—pledging us in fact to take part on one side or the other in any Franco-German war that might arise—there was little likelihood of such a disaster ever coming to pass; and this was the best means of preventing it. I was therefore always equally opposed to the disarmament of France and to the rearmament of Germany, because of the much greater danger this immediately brought on Great Britain.

Peace at its zenith

CONFERENCES



DISCUSSIONS CLOSE

meet with German Foreign Minister Dr. Julius Curtius (under lamp) at 11 p.m. to discuss reparations. Two hours later conference and conferees have collapsed, with France's Tardieu sprawled exhausted on a sofa and aged, bearded Henri Chéron, French finance minister, fast asleep.

antagonisms die in the realisation of mutual prosperity and interdependence, Europe would rise again. It seemed to me that the supreme interest of the British people in Europe lay in the assuagement of the Franco-German feud, and that they had no other interests comparable or contrary to that. This is still my view to-day.

In July the Germans replied to the French Note, accepting the linking-up of a Western Pact with the entry of Germany into the League of Nations, but stating the prior need for agreement upon general disarmament.

In August the French, with the full agreement of Great Britain, replied officially to Germany. Germany must enter the League without reservations as the first and indispensable step. The German Government accepted this stipulation.

On this basis the Conference at Locarno was formally opened on October 4. By the waters of this calm lake the delegates of Britain, France, Germany, Belgium and Italy assembled. The Conference achieved: first, the Treaty of Mutual Guarantee between the five Powers; secondly, Arbitration Treaties between Germany and France, Germany and Belgium, Germany and Poland, Germany and Czechoslovakia; thirdly, special agreements between France and Poland, and France and Czechoslovakia, by which France undertook to afford them assistance if a breakdown of the Western Pact were followed by an unprovoked resort to arms. Thus did the Western European democracies agree to keep the peace among themselves

AT the end of the Second Baldwin Administration in 1929 the state of Europe was tranquil, as it had not been for twenty years, and was not to be for at least another twenty. A friendly feeling existed towards Germany following upon our Treaty of Locarno in 1926, and the evacuation of the Rhineland by the French Army and Allied contingents at a much earlier date than had been prescribed at Versailles. The new Germany took her place in the truncated League of Nations. Under the genial influence of American and British loans Germany was reviving rapidly. Her new ocean liners gained the Blue Ribbon of the Atlantic. Her trade advanced by leaps and bounds, and internal prosperity ripened. France and her system of alliances also seemed secure in Europe. The disarmament clauses of the Treaty of Versailles were not openly violated. The German Navy was non-existent. The German Air Force was prohibited and still unborn. There were many influences in Germany strongly opposed, if only on grounds of prudence, to the idea of war, and the German High Command could not believe that the Allies would allow them to rearm. On the other hand there lay before us what I later called "The Economic Blizzard." Knowledge of this was confined to rare financial circles, and these were cowed into silence by what they foresaw.

THE British Government which resulted from the General Election of 1931 was in appearance one of the strongest and in fact one of the weakest in British records. Mr. Ramsay MacDonald, the Prime Minister, had severed himself, with the utmost bitterness on both sides, from the Socialist Party which it had been his life's work to create. Henceforward he brooded supinely at the head of an Administration which, though nominally National, was in fact overwhelmingly Conservative. Mr. Baldwin preferred the substance to the form of power, and reigned placidly in the background.

While deadly changes were taking place in Germany, the MacDonald-Baldwin Government felt bound to enforce for some time the severe reductions and restrictions which the financial crisis had imposed upon our already modest armaments, and steadfastly closed their eyes and ears to the disquieting symptoms in Europe. In vehement efforts to procure a disarmament of the victors equal to that which had been enforced upon the vanquished by the Treaty of Versailles, Mr. MacDonald and his Conservative and Liberal colleagues pressed a series of proposals forward in the League of Nations and through every other channel that was open. The French, although their political affairs still remained in constant flux and in motion without particular significance, clung tenaciously to the French Army as the centre and prop of the life of France and of all her alliances. This attitude earned them rebukes both in Britain and in the United States. The opinions of the Press and public were in no way founded upon reality, but the adverse tide was strong.

When in May, 1932, the virtues of disarmament were extolled in the House of Commons by all parties, I gave my first formal warning of approaching war: "I would say to those who would like to see Germany and France on an equal footing in armaments: 'Do you

wish for war?' For my part, I earnestly hope that no such approximation will take place during my lifetime or that of my children."

Under the so-called National Government British public opinion showed an increasing inclination to cast aside all care about Germany. When in 1932 the German delegation to the Disarmament Conference categorically demanded the removal of all restrictions upon their right to rearm, they found much support in the British Press. *The Times* spoke of "the timely redress of inequality"; and *The New Statesman* of "the unqualified recognition of the principle of the equality of States." Equality of status between victors and vanquished; equality between a France of thirty-nine millions and a Germany of nearly double that number!

When one considers that the facts were hardly in dispute, the actions of a responsible government of respectable men and the public opinion which so flocculently supported them are scarcely comprehensible. It was like being smothered by a featherbed. I remember particularly the look of pain and aversion which I saw on the faces of members in all parts of the House when I said, "Thank God for the French Army." Words were vain.

However, the French had the hardihood to insist that there should be a delay of four years before the destruction of their heavy war material. The British Government accepted this modification provided that the French agreement about the destruction of their artillery was specified in a document for immediate signature. France bowed to this, and on October 14, 1933, Sir John Simon, after complaining that Germany had shifted her ground in the course of the preceding weeks, brought these draft proposals before the Disarmament Conference. The result was unexpected. Hitler, now Chancellor and Master of all Germany, having already given orders on assuming power to drive ahead boldly on a nation-wide scale, both in the training-camps and the factories, felt himself in a strong position. He did not even trouble to accept the Quixotic offers pressed upon him. With a gesture of disdain he directed the German Government to withdraw both from the Conference and from the League of Nations.

The American responsibility

IT is difficult to find a parallel to the unwisdom of the British and weakness of the French Governments, who none the less reflected the opinion of their Parliaments in this disastrous period. Nor can the United States escape the censure of history. Absorbed in their own affairs and all the abounding interests, activities and accidents of a free community, they simply gaped at the vast changes which were taking place in Europe, and imagined they were no concern of theirs. The considerable corps of highly competent, widely-trained professional American officers formed their own opinions, but these produced no noticeable effect upon the improvident aloofness of American foreign policy. If the influence of the United States had been exerted, it might have galvanised the French and British politicians into action. The League of Nations, battered though it had been, was still an august instrument which would have invested any challenge to the new Hitler war-menace with the sanctions of International Law. Under the strain the Americans merely shrugged their shoulders, so that in a few years they had to pour out the blood and treasures of the new world to save themselves from mortal danger.

Seven years later when at Tours I witnessed the French agony,

all this was in my mind, and that is why, even when proposals for a separate Peace were mentioned, I spoke only words of comfort and reassurance which I rejoice to feel have been made good.

I HAD arranged at the beginning of 1931 to deliver a considerable lecture tour in the United States. Here I suffered a serious accident, which nearly cost me my life. On December 13 when on my way to visit Mr. Bernard Baruch in New York, I got out of my car on the wrong side, and walked across Fifth Avenue without bearing in mind the opposite rule of the road which prevails in America, or the red-lights, then unused in Britain. There was a shattering collision. For two months I was a wreck. I gradually regained at Nassau in the Bahamas enough strength to crawl around. In this condition I undertook a tour of forty lectures throughout the United States, living all day on my back in a railway compartment and addressing in the evening large audiences. On the whole I consider this was the

hardest time I have had in my life. I lay pretty low all through this year; but in time my strength returned.

Meanwhile at home our life flowed placidly downstream. At Westminster Mr. Baldwin adopted and espoused the main principles of Mr. Baldwin's India Bill. With about seventy other Conservatives I formed a group called "The India Defence League," which during the next four years resisted the Government's policy on India. The rise of Hitler to power, the domination of the Nazi Party over all Germany, and the rapid, active growth of German armed power, led to further differences between me and the Government and the various political parties in the State.

The years from 1931 to 1935, apart from my anxiety on public affairs, were personally very pleasant to me. I earned my livelihood by dictating articles which had a wide circulation not only in Great Britain and the United States, but also, before Hitler's

shadow fell upon them, in the most famous newspapers of sixteen European countries. I lived in fact from mouth to hand. I produced in succession the various volumes of the *Life of Marlborough*. I meditated constantly upon the European situation and the rearming of Germany. I lived mainly at Chartwell, where I had much to amuse me. I built with my own hands a large part of two cottages and extensive kitchen-garden walls, and made all kinds of rockeries and waterworks and a large swimming-pool which was filtered to limpidity and could be heated to supplement our fickle sunshine. Thus I never had a dull or idle moment from morning till midnight, and with my happy family around me dwelt at peace within my habitation.

During these years I saw a great deal of Frederick Lindemann, Professor of Experimental Philosophy at Oxford University. Lindemann was already an old friend of mine. I had met him first at the close of the previous war, in which he had distinguished himself by conducting in the air a number of experiments, hitherto reserved for daring pilots, to overcome the then almost mortal dangers of a "spin." Lindemann, "the Prof," as he was called among his friends, became my chief adviser on the scientific aspects of modern war and particularly of air defence, and also on questions involving statistics of all kinds.

Another of my close friends was Desmond Morton. When in 1917 Field Marshal Haig filled his personal staff with young officers fresh from the firing line, Desmond was recommended to him as the pick of the Artillery. In 1919, when I became Secretary of State for War and Air, I appointed him to a position in the Intelligence, which he



CHURCHILL THE EDITOR

The General Strike of 1926 brought Mr. Churchill the task of editing the *British Gazette*, a government news organ supplanting the struck newspapers. He recalls the experience with delight: "a great newspaper office, with its machines crashing and grinding away".

held for many years. He was a neighbour of mine, dwelling only a mile away from Chartwell. He obtained from the Prime Minister, Mr. MacDonald, permission to talk freely to me and keep me well-informed.

I had also formed a friendship with Ralph Wigram, then the rising star of the Foreign Office and in the centre of all its affairs. He was a charming and fearless man, and his convictions, based upon profound knowledge and study, dominated his being. He saw as clearly as I did, but with more certain information, the awful peril which was closing in upon us. This drew us together.

I gathered and contributed a great deal of information from foreign sources. I had confidential contacts with several of the French Ministers and with the successive Chiefs of the French Government. Mr. Ian Colvin, the son of the famous leader-writer of the *Morning Post*, was the *News Chronicle* correspondent in Berlin. He plunged very deeply into German politics, and established contacts of a most secret character with some of the important German generals, and also with independent men of character and quality in Germany who saw in the Hitler Movement the approaching ruin of their native land. Several visitors of consequence came to me from Germany and poured their hearts out in their bitter distress. Most of these were executed by Hitler during the war. From other directions I was able to check and furnish information on the whole field of our air defence. In this way I became as well-instructed as many Ministers of the Crown.

IN the summer of 1932 for the purposes of my *Life of Marlborough* I visited his old battlefields in the Low Countries and Germany. After passing a day on the field of Blenheim, I drove into Munich and spent the best part of a week there.

At the Regina Hotel a gentleman introduced himself to some of my party. He was Herr Hanfstaengl, and spoke a great deal about "the Fuehrer," with whom he appeared to be intimate. As he seemed to be a lively and talkative fellow, speaking excellent English, I asked him to dine. He gave a most interesting account of Hitler's activities and outlook. He spoke as one under the spell. He had probably been told to get in touch with me. He was evidently most anxious to please. After dinner he went to the piano and played and sang many tunes and songs in such remarkable style that we all enjoyed ourselves immensely. He seemed to know all the English tunes that I liked. He was a great entertainer, and at that time, as is known, a favourite of the Fuehrer. He said I ought to meet him, and that nothing would be easier to arrange. Herr Hitler came every day to the hotel about 5 o'clock, and would be very glad indeed to see me.

I had no national prejudices against Hitler at this time. I knew little of his doctrine or record and nothing of his character. I admire men who stand up for their country in defeat, even though I am on the other side. He had a perfect right to be a patriotic German if he chose. I always wanted England, Germany and France to be friends. However, in the course of conversation with Hanfstaengl, I happened to say, "Why is your chief so violent about the Jews? How can any man help how he is born?" He must have repeated this to Hitler, because about noon the next day he came round with rather a serious air and said that the appointment he had made with me to meet Hitler could not take place as the Fuehrer would not be coming to the hotel that afternoon. This was the last I saw of "Putzi"—for such was his pet name—although we stayed several more days at the hotel. Thus Hitler lost his only chance of meeting

me. Later on when he was all powerful, I was to receive several invitations from him. But by that time a lot had happened, and I excused myself.

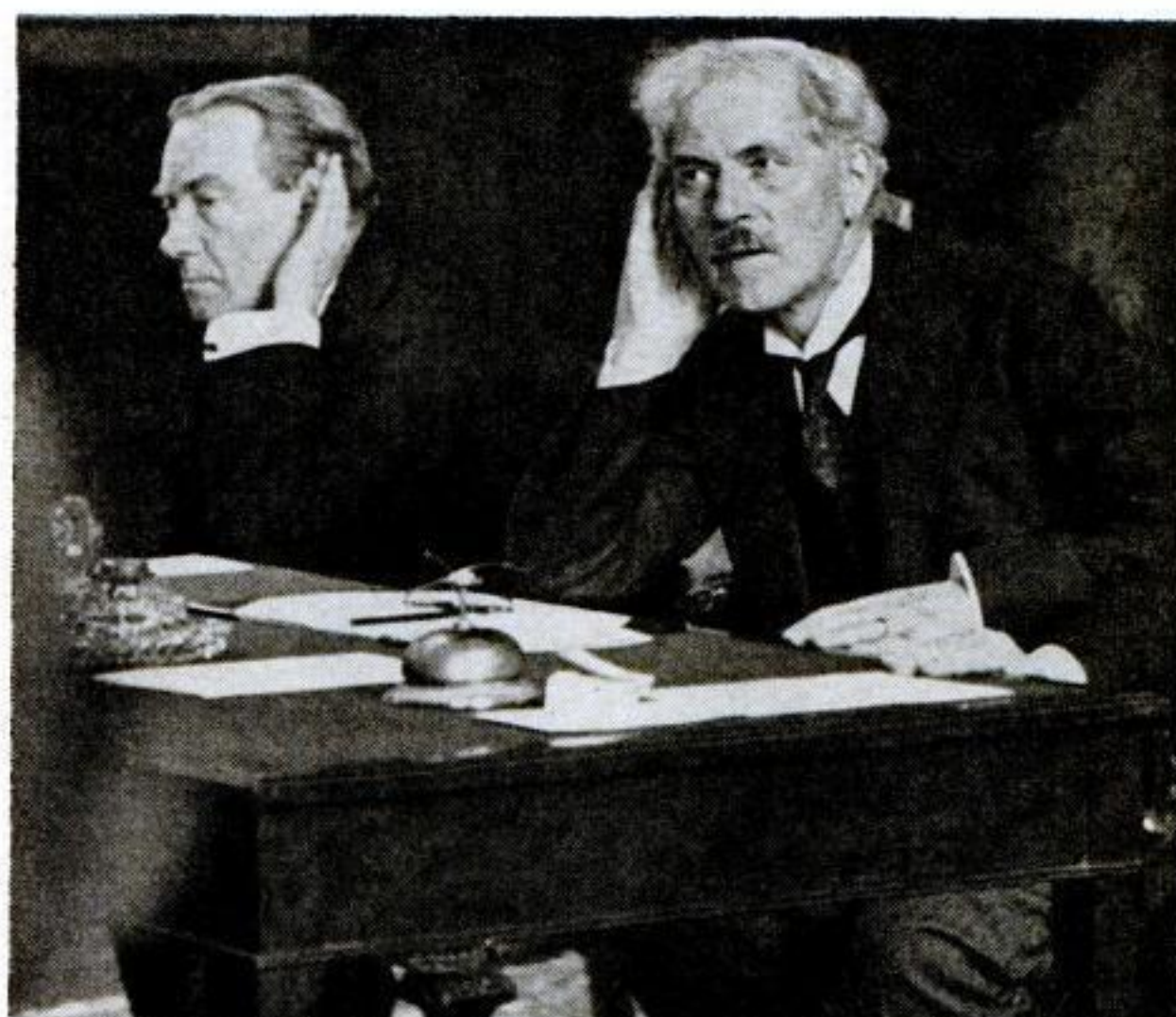
ON January 30, 1933, Adolf Hitler took office as Chancellor of Germany. In this dark time the basest sentiments received acceptance or passed unchallenged by the responsible leaders of the political parties. In 1933 the students of the Oxford Union, under the inspiration of a Mr. Joad, passed their ever-shameful resolution, "That this House refuses to fight for King and Country." It was easy to laugh off such an episode in England, but in Germany, in Russia, in Italy, in Japan, the idea of a decadent, degenerate Britain took deep root and swayed many calculations. Little did the foolish boys who passed the resolution dream that they were destined quite soon to conquer or fall gloriously in the ensuing war, and prove themselves the finest generation ever bred in Brit-

ain. Less excuse can be found for their elders, who had no chance of self-redemption in action.

We must regard as deeply blameworthy before history the conduct not only of the British National and mainly Conservative Government, but of the Labour-Socialist and Liberal Parties, both in and out of office, during this fatal period. Delight in smooth-sounding platitudes, refusal to face unpleasant facts, desire for popularity and electoral success irrespective of the vital interests of the State, genuine love of peace and pathetic belief that love can be its sole foundation, obvious lack of intellectual vigour in both leaders of the British Coalition Government, marked ignorance of Europe and aversion from its problems in Mr. Baldwin, the strong and violent pacifism which at this time dominated the Labour-Socialist Party, the utter devotion of the Liberals to sentiment apart from reality, the failure and worse than failure of Mr. Lloyd George,

the erstwhile late wartime leader, to address himself to the continuity of his work, the whole supported by overwhelming majorities in both Houses of Parliament: all these constituted a picture of British fatuity and fecklessness which, though devoid of guile, was not devoid of guilt, and, though free from wickedness or evil design, played a definite part in the unleashing upon the world of horrors and miseries which, even so far as they have unfolded, are already beyond comparison in human experience.

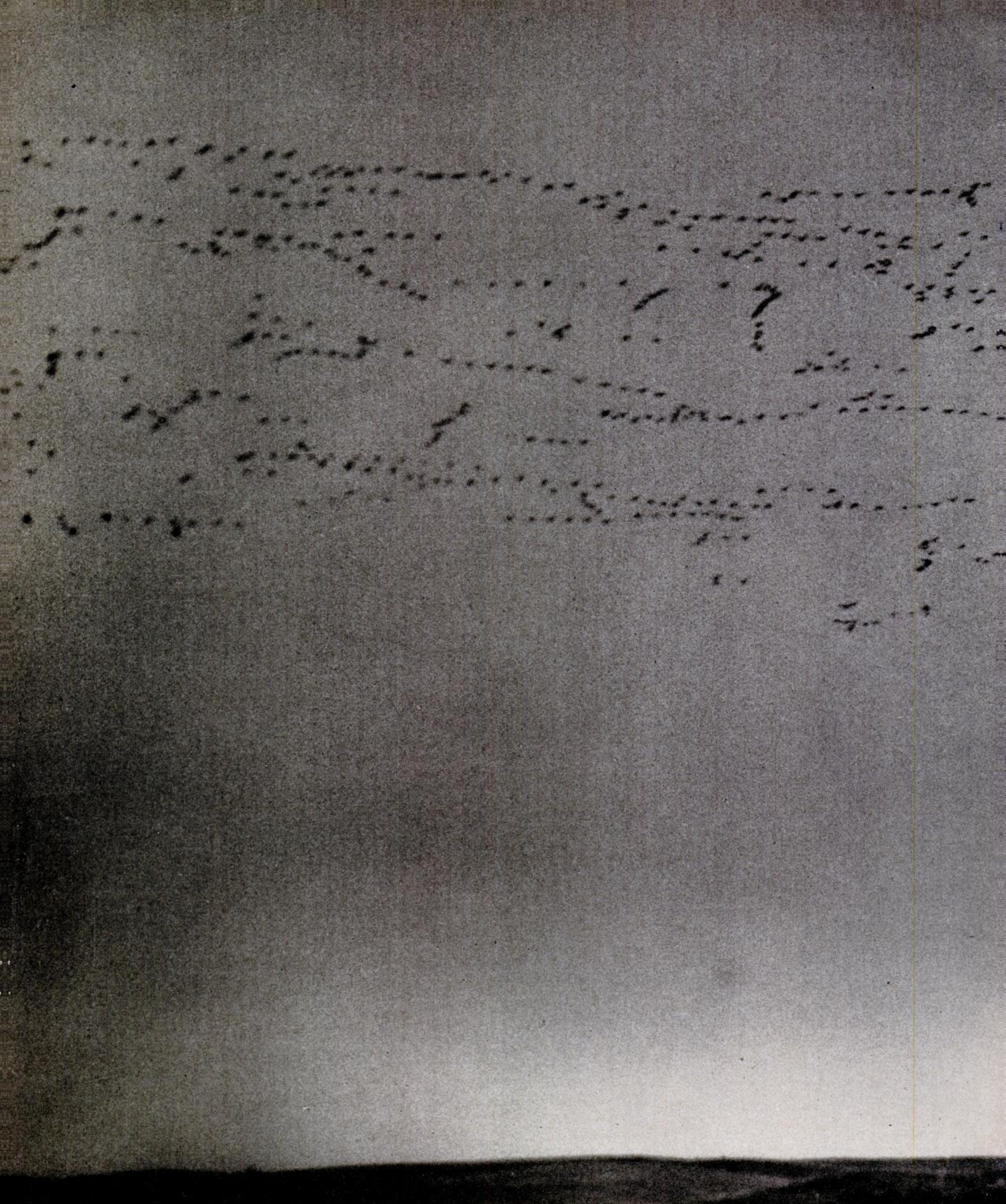
IN justice to the Conservative Party it must be mentioned that at each of the Conferences of the National Union of Conservative Associations from 1932 onwards, resolutions proposed by such worthies as Lord Lloyd and Sir Henry Croft in favour of an immediate strengthening of our armaments to meet the growing danger from abroad were carried almost unanimously. But the Parliamentary control by the Government Whips in the House of Commons was at this time so effective, and the three parties in the Government, as well as the Labour Opposition, so sunk in lethargy and blindness, that the warnings of their followers in the country were as ineffective as were the signs of the times and the evidence of the Secret Service. This was one of those awful periods which recur in our history, when the noble British nation seems to fall from its high estate, loses all trace of sense of purpose, and appears to cower from the menace of foreign peril, frothing pious platitudes while foemen forge their arms.



THEY HEARD NOT

Stanley Baldwin and Ramsay MacDonald, successive prime ministers, were too often deaf to Mr. Churchill's warnings. This photograph was taken at a press conference at 10 Downing St. These statesmen's policies kept Churchill out of office for nine years.

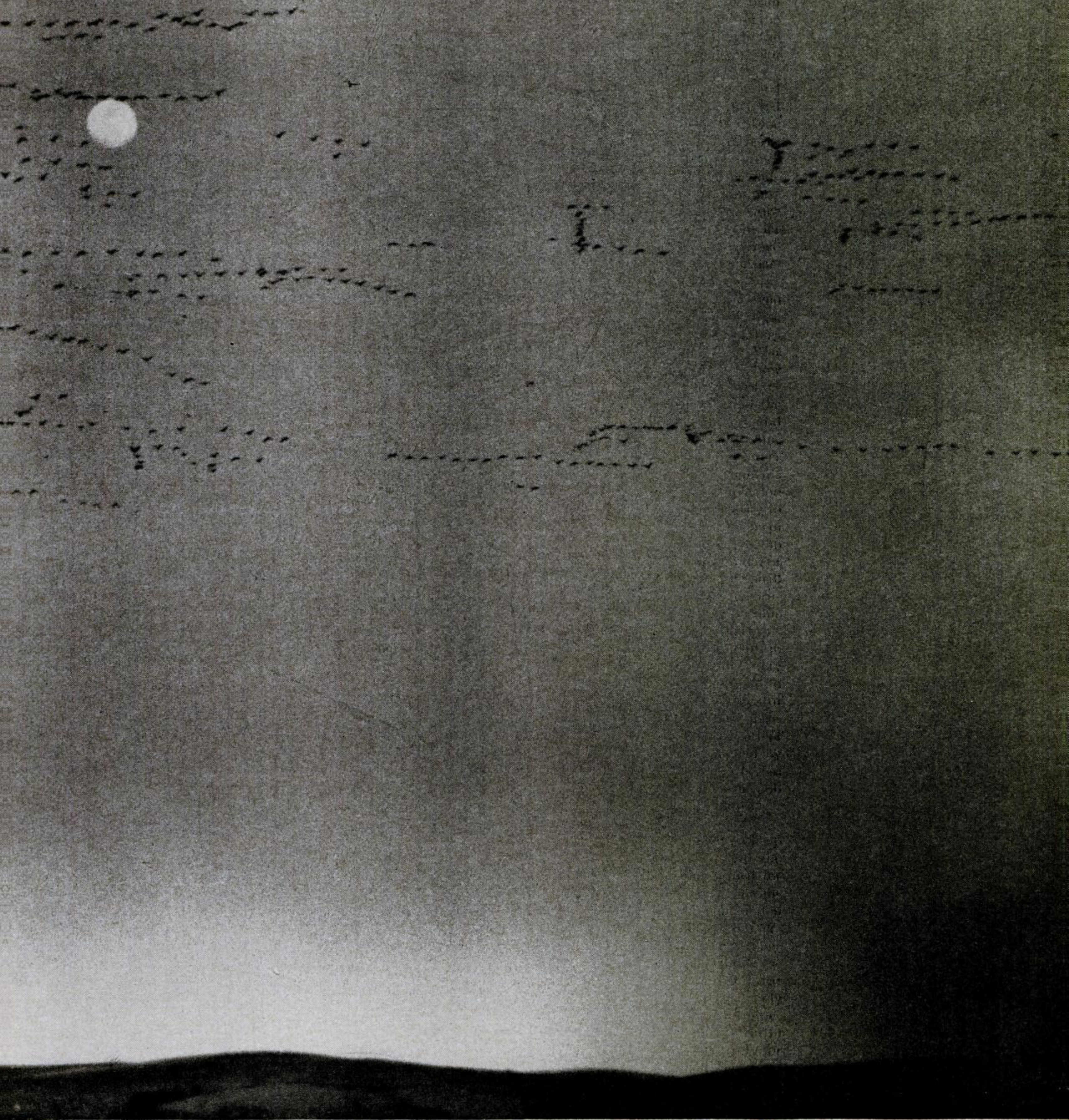
CONTINUED ON PAGE 114



GEESE FLY NORTH PAST A FULL MOON

This year late snows held up the wild geese on their flight north, and all along the flyways of the Middle West the flocks have been hurrying along to make up for lost time. Ordinarily the geese make their

PICTURE OF THE WEEK



big flights on cloudy nights, stopping mostly by day or whenever there is enough light to find food. The moonlight scene above is in northwestern Iowa, which is a favorite goose feeding ground. But the

flock shown here is behind schedule and is flying right on, gabbling excitedly, on its long, 3,000-mile migration. It is due to arrive at its subarctic breeding grounds in Canada by mid-June. On March 24,

when this picture was taken, there was still enough daylight left at 6 p.m. to enable Photographer Herb Schwartz of Des Moines to silhouette flight of blue and snow geese against the early risen full moon.



CAT-NAPPING CANDIDATE Harold Stassen relaxes as his chartered bus carries him on to another town. By drowsing like this between stops Stassen managed to tour most

of Wisconsin and Nebraska without ever looking tired. On a single day he made three long speeches, attended three receptions and shook hands with several thousand people.



FORLORN BILLBOARD MEMORIALIZES A LOST CAUSE

STASSEN WRECKS MACARTHUR BOOM

**His vigorous campaign in Midwest
also frightens the Dewey forces**

Harold Stassen, the husky young man on the opposite page, has the happy gift of dropping off to sleep at a moment's notice, any time and any place. As numerous Republicans discovered last week, however, he is seldom caught napping when there is any serious politicking to be done.

In the Wisconsin primary, most important of the April tests for Republican hopefuls, Stassen captured 19 of the state's delegates to the presidential convention. The other eight went to General MacArthur—but eight was not enough to do any good. The MacArthur boom depended on proving that the general really was "the man of the hour," in overwhelming public demand. Stassen thoroughly disproved that theory and the MacArthur boom now goes down as one of the briefest in all history.

The third candidate in the race, New York's Governor Tom Dewey, was an also-ran with no delegates at all, and his defeat was all the more humiliating because he unwisely made a last-minute personal appearance in Wisconsin. Since Dewey's strength has rested chiefly on his reputation as a vote-getter and his standing in the public opinion polls, his chances were seriously damaged.

Two things won for Stassen: 1) the backing of the political organization built by Machinery Manufacturer Thomas E. Coleman, which knocked off Wendell Willkie in 1944 and Senator Bob LaFollette in 1946, and 2) Stassen's own tireless campaigning. For months he had toured the state at intervals, making friends in the cities and on the farms. Before the primary he stepped up his pace to include several major speeches a day to audiences of as many as 4,000 (above, right). What especially impressed listeners was his willingness and ability to answer any question, however embarrassing.

From Wisconsin Stassen moved on to Nebraska (his fifth visit in five months) for the primary this week. Again he got out into the byways as well as the cities (far right), and flying squadrons of his energetic backers covered the places that he was unable to reach. This time Governor Dewey, trying hard to make up lost ground, arrived earlier and stayed longer. He got around to a brood-sow auction (right), once talked to 9,000 people in a single day. Newsmen said they had not seen the governor work so hard at the sweaty side of politics in 10 years.



IN MADISON, WIS. STASSEN IS GREETED BY AN AUDIENCE WHICH OVERFLOWS UNIVERSITY STOCK PAVILION



FARMER DEWEY (700 acres in New York) carries his campaign to a brood-sow auction near Columbus, Neb.



EX-FARMBOY STASSEN, who worked the soil until he was 16, talks plows and politics on a farm near Lincoln.



BRITISH PASSENGERS, HELD UP FOR HOURS WHEN TRAIN WAS HALTED BY RUSSIANS AT FRONTIER TOWN OF MARIENBORN, HOLD A PICNIC LUNCH BESIDE THE TRACKS



RUSSIANS AND BRITISH CONFER NEAR WRECKED SOVIET PLANE (EXTREME RIGHT, ABOVE) WHICH CRASHED INTO BRITISH TRANSPORT. BELOW: UNEASY GERMANS

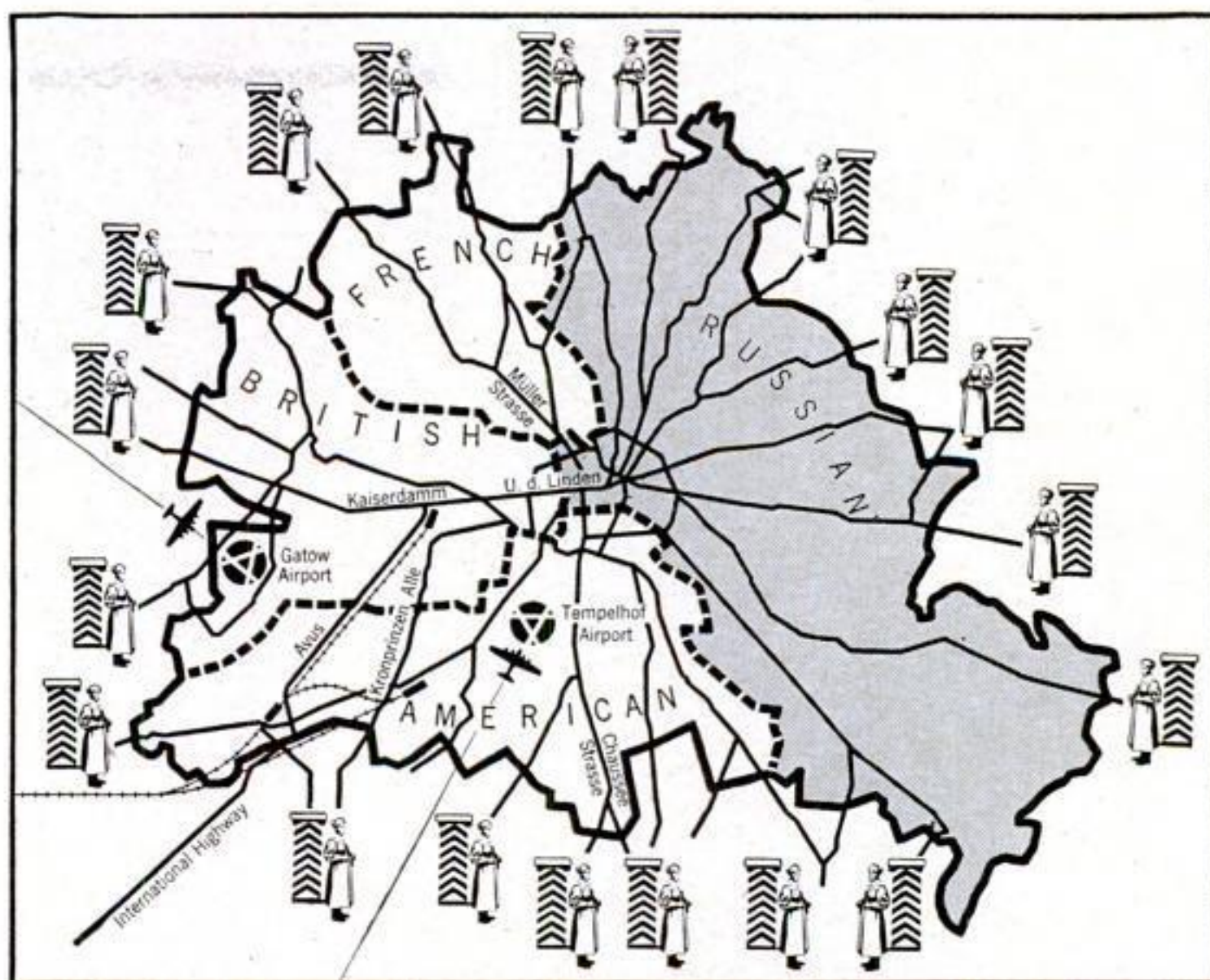




TRAIN WAS FORCED TO RETURN TO BRITISH ZONE



CROSS THE INTERZONAL BORDER NEAR LÜNEBERG



RUSSIAN SENTRIES BLOCK EVERY ENTRANCE TO THE DIVIDED CITY OF BERLIN

RUSSIANS PUT THE SQUEEZE ON BERLIN

But despite their latest move, Western Allies hold fast to positions

Last week Russia and the Western Allies pushed and shoved—but didn't quite punch—in Berlin. Having previously walked out of the Allied Control Council, the Russians on April 1 suddenly halted American, British and French trains en route to the Soviet-encircled city (see map). The Western powers promptly retaliated by setting up their own blockades, one of which kept angry Russian officers out of the Soviet railway control center near the edge of the U.S. sector.

Just as the first shock of these developments began to wear off, an even more ominous incident took place. On April 5 a slap-happy Russian fighter pilot crashed into a heavily loaded British transport approaching Gatow airport in the British sector. Fifteen people, including the Soviet pilot, were killed. Patently at fault, the Russians at first offered apologies, then reversed themselves and shrilly accused the British of causing the accident. The Russians announced that "large numbers" of Soviet aircraft would soon be on maneuvers in the areas surround-

ing Berlin while the U.S. and Britain talked of supplying fighter escorts for their unarmed transports.

It was clear that the Berlin squeeze was no isolated struggle for local supremacy but instead represented the opening of still another front in the constant Soviet drive to the westward. Long columns of German refugees, carrying what belongings they could, began to stream from the Soviet territories into the Allies' zones. It had become obvious to them, as they watched the Russians tighten the squeeze, that the Soviets hoped to force the U.S., Britain and France out of Berlin altogether. That fact was equally clear to the American Military Governor, General Lucius D. Clay, who grimly indicated on April 9 that four-power government of Germany was at an end. He had already rejected the possibility of an American withdrawal from Berlin, which psychologically had become the most important city on the continent of Europe. "Evacuation," said General Clay, figuratively toeing a line in the dust of the shattered city, "is unthinkable."



AMERICAN ROADBLOCK, staffed by several soldiers and two German policemen, halts a car on the road from

Berlin to Potsdam. Here Americans stopped all Russian traffic en route to Soviet headquarters in the divided city.

"MILITARY POSTURE"

IT CALLS FOR AN IMMEDIATE DRAFT, BUT WHAT ELSE?

Secretary of Defense Forrestal's request for \$3 billion worth of additional rearmament has thrown Congress into a state of needless confusion. This is partly because the proposals themselves are confused and partly because the international situation would confuse anybody. Are we preparing for war with Russia? No; you don't buy that for \$3 billion. Should we be? Well—let's take George Marshall's phrase and agree that we at least need to strike a "respectable military posture."

Two years ago Congress "authorized" a regular military establishment of about 1.7 million men (Army, Navy, Air Force and Marines). At that time the intentions of Russia were a subject for real (if wishful) debate, and the world's problems were generally described as "postwar." If 1.7 million was a reasonable figure then, it is certainly not unreasonable now. But while enlistments have given us the biggest volunteer Army and Navy in history—about 1.4 million men—they have not sufficed to keep the ground forces up to the authorized figure. Hence Forrestal proposes to revive Selective Service.

Fine. But now begin the needless complications. The Administration would register all men from 18 to 45, although only unmarried nonveterans of 19 to 26 would be subject to immediate service. Then why register and alarm the others? Once the draft machinery starts to function again, it can be adjusted to whatever classifications a later situation may call for. Right now we need about 350,000 men, with minimum fuss. Ineligibles should be given every reason to keep their minds on their civilian jobs. The same goes for certain technicians and professional students. The new law should lay down a smarter policy on exemptions than the last draft.

Another point of confusion is the role of air power. Forrestal's plan provides a 55-group Air Force (400,000 men), but the Air Force independently asked for a 70-group show (ad-

ditional cost, \$1.8 billion for the first year). In this it was supported by the earlier recommendations of two civilian commissions. But 70 groups would unbalance the Forrestal program and would divert manpower from the ground forces. What to do? Well, the real problem is to bring the military aircraft industry back to life. So the Air Force should be empowered to plan procurement for a 70-group show but should enlist only 400,000 men now. This would be enough to fly 70 groups of planes, though not to fight them. When the planes are somewhere nearly ready, there will be time enough to train more crews if needed.

But the worst confusion was caused by the Administration's coupling of the draft with Universal Military Training. Truman, Forrestal, Eisenhower *et al.*, say we need both. Maybe we do, but not in the same package. UMT and the draft are two entirely different things. Under UMT all 18-year-olds become liable for six months' boot training plus service or enlistment in the National Guard or reserves. To administer this training would take the full time of nearly 200,000 regular Army officers and men. Our immediate problem is to beef up the "ready potential" of the armed services. UMT would *lessen* our "ready potential," whatever it might do for our reserve strength. That is why so many admirals and generals are quietly opposed to it, despite the fact that it is official service doctrine. The fact is we don't have to decide now about UMT. It beclouds the case for an immediate draft, which is urgent.

And when we get the draft and air program, what have we got? What is this "respectable military posture"? It means we could put about 10 divisions of combat troops, about 6,000 bombers and fighters and a big Navy into action at short notice. That would support our diplomacy in the Mediterranean and China and give some substance to the mili-

tary alliance we ought to sign with Europe's Western Union. In short if we had it now (which we haven't) our military posture would just about match the diplomatic postures which the State Department has been striking for the past two years.

Perhaps that is not enough. Perhaps our diplomatic posture will have to get even grimmer. Perhaps the Russians will carry their nerve war *à outrance*, and even now we should carry in our heads the hypothesis of total war.

On that hypothesis this still-to-be-achieved "military posture" becomes mere comic opera. Total mobilization, according to Hanson Baldwin and other experts, would probably mean that every adult in the country would be drafted and every job become quasi-military. Industrial mobilization would start without the slack we had in 1940 and would be much stricter and more complete than before. Mr. Baruch has urged that we enact such a total M-day plan now, for use if and when needed. (The new National Security Resources Board is working on one.) The Joint Chiefs of Staff have more planning to do: they seem unable to make up their minds about a weapons program. Except for the sugar-coated UMT bill, the services' long-term reserve manpower program is also pretty vague. It is inexcusable for example that the National Roster, an irreplaceable file of 690,000 scientists and specialists, should have been inactivated last year for lack of funds.

Thus even with a good "military posture" our long-term military policy, which must be based on the most pessimistic hypothesis, needs a lot of brushing up. If we are well prepared for a total M-day it may never arrive. Certainly the preparation will not bring it any closer. Remember that America was never really prepared for any of its wars. Unpreparedness was practically our sacred policy. Yet the wars came. This time we have a chance to see if the other way works.

PAUL HOFFMAN

THE NEW BOSS OF ECA IS A NEW TYPE OF AMERICAN BUSINESSMAN

While preparing against the possibility of war, let's not forget we also have a peace front. The Marshall Plan (now called European Cooperation Administration) began to roll last week under its new boss, Businessman Paul Hoffman (p. 53). If any man can make a go of the tangled and trap-strewn ECA assignment, Hoffman can; his personal qualifications are of the highest. But apart from that he represents something that U.S. business can be proud of and Europe should know more about.

Although he made his pile as an automobile salesman, Hoffman has long since broken all the stereotypes of that calling and set a new style in businessmen's behavior. He is the prototype of the *responsible* businessman who understands the U.S. political economy, can argue honestly and clearly about it and is willing to take the public as well as private consequences of his beliefs. While active head of Studebaker he has also been busy at many extracurricular chores—education, safety, etc.

—which are not honorific but involve little publicity and lots of work.

Biggest such chore in recent years has been the Committee for Economic Development, of which he is chairman and spark plug. CED was set up in 1942 as a postwar planning outfit and became the medium through which several thousand businessmen re-educated themselves. It did more than any single agency to mend the broken link between business and economic theory, to take the businessman out of the depression-New Deal doghouse and to restore to him his own and his neighbor's esteem. Capitalism became intellectually respectable again because Hoffman's crowd restudied its strengths and weaknesses. Weekend after weekend, closeted with the country's best economists, the CED men threshed out every big public question affecting business: "full employment," business cycles, social security, taxes—the works. Their confidence in the American enterprise system became not

only deeper but more sophisticated. When Hoffman talks about that system today, even a European can understand it.

These new Hoffman-type businessmen gravitate naturally toward public service. They feel an obligation to be useful outside of their business, and the country has gained as a result. Of course when you are in Paul Hoffman's income-tax bracket, you're in effect "working for the government" most of your time; so why not put in the time as well as the money? But that's not the reason they do it. Hoffman accepted the ECA job (which no sane man would covet) because its success is important to the survival of his values. He believes that the special American type of democratic capitalism "will become a pattern for all the world," and knows that it can abolish poverty and double our present standard of living within the next 25 years—provided, of course, we have peace. So there is another reason for giving Hoffman and ECA national support. There's a future in it.

Let it rain a little,
Let it shine a lot,
Either way, in springtime,
Good soup hits the spot!



- Here's a thick and hearty soup of plump tender beans, made extra-good with the tangy taste of bacon. Just try this grand old-fashioned bean soup. Substantial eating? Your spoon holds the answer! Why not try it soon?

← **Campbell's** BEAN with BACON SOUP

- "The soup most folks like best." Luscious, specially grown tomatoes, fine table butter, gentle seasoning—all blended according to a matchless recipe. Sometimes add milk instead of water, for an extra-delicious cream of tomato.

Campbell's TOMATO SOUP →

- Mothers have long called this vegetable soup "almost a meal in itself." With its fifteen garden vegetables in a good beef stock, it's a homey and nourishing soup that's always sure of a hearty welcome. Had it lately?

← **Campbell's** VEGETABLE SOUP

LOOK FOR THE RED-AND-WHITE LABEL





For 101 years American brides have cherished this lovely silverplate

FOR 101 years, countless brides in every part of America have chosen 1847 Rogers Bros. above all other silverplate. For 1847 Rogers Bros. has a truly matchless elegance. Its exquisite patterns, its depth and height of ornament, its gracefully carved detail, its perfection of balance—all these are qualities one can find, as a rule, only in solid silver.

Few wedding gifts are so highly prized as 1847 Rogers Bros.; few have such enduring loveliness. Choose from four magnificent silverware patterns, and from a selection of flawlessly beautiful holloware pieces. Each bears the yearmark "1847"—which identifies it as America's finest silverplate.

And 1847 Rogers Bros. is an even finer value today than ever, for its price—unlike that of most products—has not been raised.

100-piece service for eight, including chest . . . \$117.50
52-piece service for eight, including chest . . . \$ 64.75
(No Federal tax)

TUNE IN: "The Adventures of Ozzie and Harriet," Friday, 9:30 p.m., E.S.T., CBS.



76-piece service for twelve, with chest, \$94.75. (No Federal tax.) Includes 24 teaspoons, 12 each of knives, forks, soup spoons and salad forks, plus 2 tablespoons, 1 butter knife, and 1 sugar shell. "Remembrance" pattern illustrated; available in all four patterns.



5-piece "Remembrance" tea service, with waiter, \$225 (plus Federal tax). See all the other lovely matching pieces at your silverware dealer's: meat dishes, vegetable dishes, gravy set, water pitcher, bread tray, buffet tray, and salt and pepper set.

1847 ROGERS BROS.

America's Finest Silverplate



With Fruit

Fruit's full sweetness shines out for Ritz! Because Ritz accents flavor... shares the glamour of its golden personality! No other cracker is so tangy... so crisp! Such a delightful companion to other foods... such a tantalizing morsel *in itself*! Buy Ritz—the cracker treat of all!

nothing tastes as good as Ritz... but Ritz!



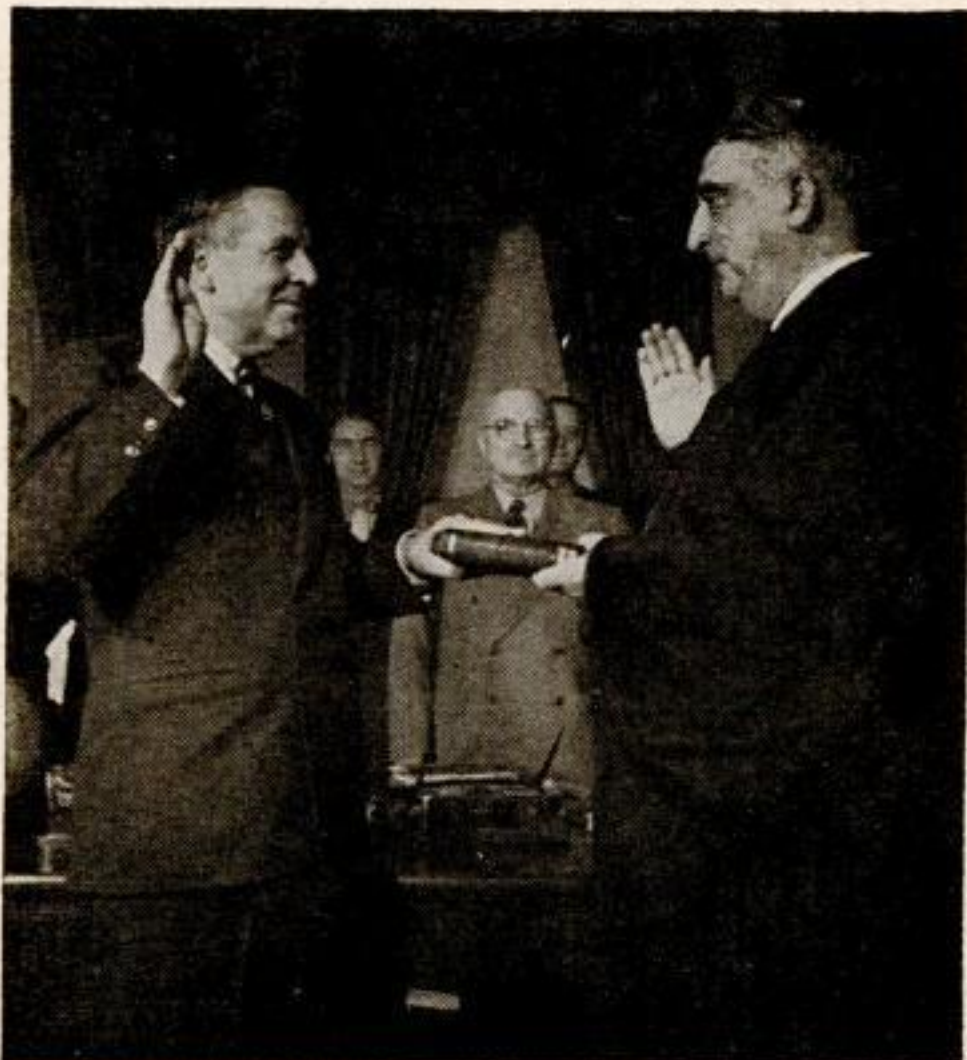
PAUL G. HOFFMAN TAKES HIS FIRST LOOK AROUND ONE OF THE FIVE EMPTY FLOORS IN WASHINGTON'S MAIATICO BUILDING THAT THE ECA WILL SOON OCCUPY

HOFFMAN MOVES IN

He will spend \$690,000 an hour
in U.S. world recovery program

The U.S. last week embarked on one of the most extraordinary projects in its history. Congress approved establishment of the Economic Cooperation Administration and agreed to spend \$5.3 billion in the next year to spur the 16 Marshall Plan countries to industrial recovery. It also authorized ECA to advance \$738 million to bulwark Greece, Turkey and China against Communist aggression. To run this extraordinary \$690,000-an-hour enterprise the U.S. obviously needed an extraordinary

man. President Truman's choice was the 56-year-old president of the Studebaker Corporation, Paul Gray Hoffman. Hoffman, who had headed the Committee for Economic Development since 1942, was one of the first manufacturers to convert his factories to the World War II effort (see Editorial, p. 48). He is moving just as fast in the present emergency. Before the crews had started outfitting his new offices (*above*) with furniture, Hoffman already had allotted \$21 million to Europe.



OATH OF OFFICE is administered April 9 by Chief Justice Vinson (*right*) while President Truman looks on.



DRUGSTORE LUNCH of milkshake and sandwich is wolfed by Hoffman (*left*). Few patrons recognized him.



WARM CONGRATULATIONS are offered by Congressman Eaton, who rushed ECA bill through House.

GREAT MOMENTS and the moment after *by sparber*



"Here's Muscle-bound Murgatroyd who just rolled UP Niagara Falls in a barrel—the most sensational stunt of all time! Say, how come you lost everything but your shorts?"



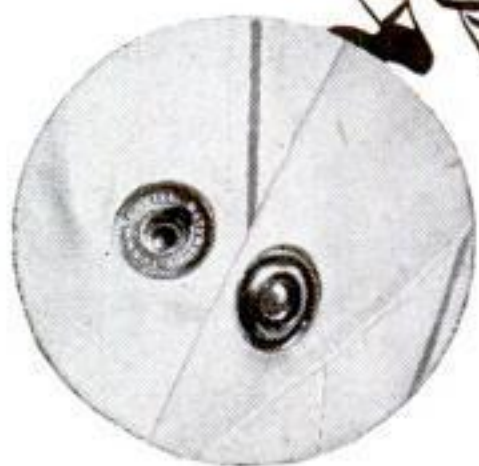
"That's because my shorts have laundry-proof, rust-proof GRIPPER* fasteners on them—and Gripper fasteners S-T-A-Y put!"

FOR GREATER CONVENIENCE, NEATER
APPEARANCE... BUY SHORTS... HOUSE DRESSES...
CHILDREN'S CLOTHING WITH GRIPPER* FASTENERS...
THE LAUNDRY-PROOF SNAP FASTENERS
THAT END "BUTTON BOTHER"!

Also available at Notion Counters for home attachment.

GRIPPER*
*© by Scovill Mfg. Co.
FASTENERS

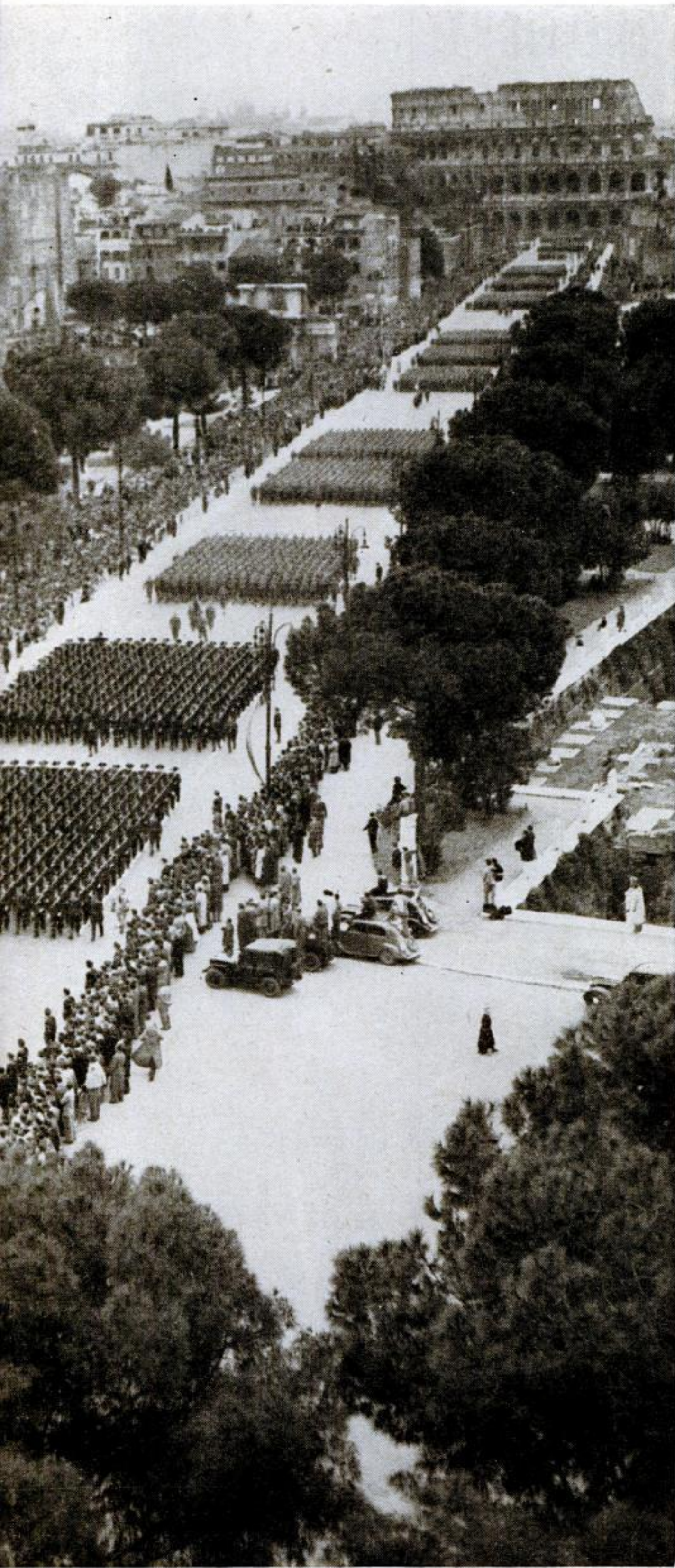
A PRODUCT OF SCOVILL



IN THE SHADOW OF THE COLOSSEUM (RIGHT BACKGROUND) FORMATIONS

ITALY SHOWS ITS MUSCLE

Having issued a warning to Italy's Communists against violence in the April 18 election, the Italian government staged a dramatic demonstration on April 4 of the military power available to back up that order. At Premier de Gasperi's command, 12,000 fully equipped healthy-looking soldiers and *carabinieri* paraded down Rome's Via dell' Impero (above) past crowds whose cheering shook the dust in the ancient Colosseum. The loudest shouts at this carefully calculated show of force;



OF ITALIAN TROOPS AND POLICE PARADE PAST ENTHUSIASTIC CROWDS

Government troops stage a big parade in Rome as a pre-election warning to the Communists

the largest in Italy since the heyday of Benito Mussolini, were reserved for columns of heavy artillery and tanks, many of which were American Shermans dressed up in new paint. By big-league standards it was only a modest production—Italy's army is strictly limited to 250,000 men by the peace treaty—but the demonstration served Premier de Gasperi's purpose. Next day the Communists betrayed their dismay by shouting in nervous falsetto that the guns, after all, must be wooden.

CONTINUED ON NEXT PAGE



Do you wake up
FRESH



OR
FOGGY?

Try this for better sleep
and Morning Freshness!



A GOOD NIGHT'S SLEEP
IS THE BEST
MORNING BRACER!

There's a familiar saying—a woman's as old as she looks and feels in the morning!

So if you've been sleeping poorly—waking up lately worn and weary—afraid to look in your mirror—why not try this simple way thousands use for better sleep and morning freshness. Just drink a cup of hot Ovaltine as a regular bedtime habit.

You've heard, of course, how Ovaltine promotes *sleep*—the kind of sound, restful sleep that's nature's finest beauty treatment. And in a safe, natural way—*absolutely no drugs*.

And to build up vigor and energy for the morning—Ovaltine gives you special nourishment, processed so you can get the good from it without digestive burden, while you sleep. Plus a bonus of extra vitamins for keener vitality.

So why be content to sleep poorly and wake up feeling and looking older than you should? Why not start drinking Ovaltine at bedtime—not just once in a while but every night. See if you don't sleep better—regain a lot of your youthful freshness and sparkle.

OVALTINE

PLAIN AND SWEET CHOCOLATE FLAVORED

PICTURE of the month

Metro-Goldwyn-Mayer
and Liberty Films present

SPENCER TRACY
KATHARINE HEPBURN
VAN JOHNSON

ANGELA ADOLPHE LEWIS
LANSBURY • MENJOU • STONE

in **FRANK CAPRA'S**
STATE OF THE UNION

Based on the Play by Howard Lindsay and
Russel Crouse

Screen Play by Anthony Veiller and Myles Connolly
Associate Producer Anthony Veiller
Produced and Directed by **FRANK CAPRA**
A METRO-GOLDWYN-MAYER PICTURE



With anticipation whetted by advance reports, we sat in the projection room and had served up to us a perfect screen dish. The recipe: Take big stage hit by big authors, season with big stars, trust cooking to eminent chef Frank Capra, serve in M-G-M manner. The result: "State Of The Union"—piping hot!

Liberty Films produced this picture on the M-G-M lot for M-G-M distribution and it emerges as about the most exciting movie ever made, as topical as today's newspaper, as comical as a circus with a plot, as intensely romantic as the elopement of a beautiful couple. In response to queries "How is the State Of The Union?", the answer is "It's Great."

Spencer Tracy plays the famous part, which has been toured in the flesh from coast to coast. And he plays it, as they say, to the hilt. Is there a greater actor today than Mr. Tracy? We doubt if there is. Katharine Hepburn plays the woman who fights for love and family. Never has anyone seen this actress show more evidence of a unique talent than in this performance. It is a flower-sending job.

Van Johnson as the press agent is so good that we suggest M-G-M hire him to advertise the "State Of The Union." Angela Lansbury as the famous publisher—important. Adolphe Menjou as the campaign manager—dynamic. Lewis Stone as the great Thorndyke—stirring. Very astute examples of casting.

Howard Lindsay and Russel Crouse, should be more than pleased with the wonderful adaptation which Producer and Director Capra has made of their play. They will be equally pleased with the sparkling screen version written by Anthony Veiller and Myles Connolly.

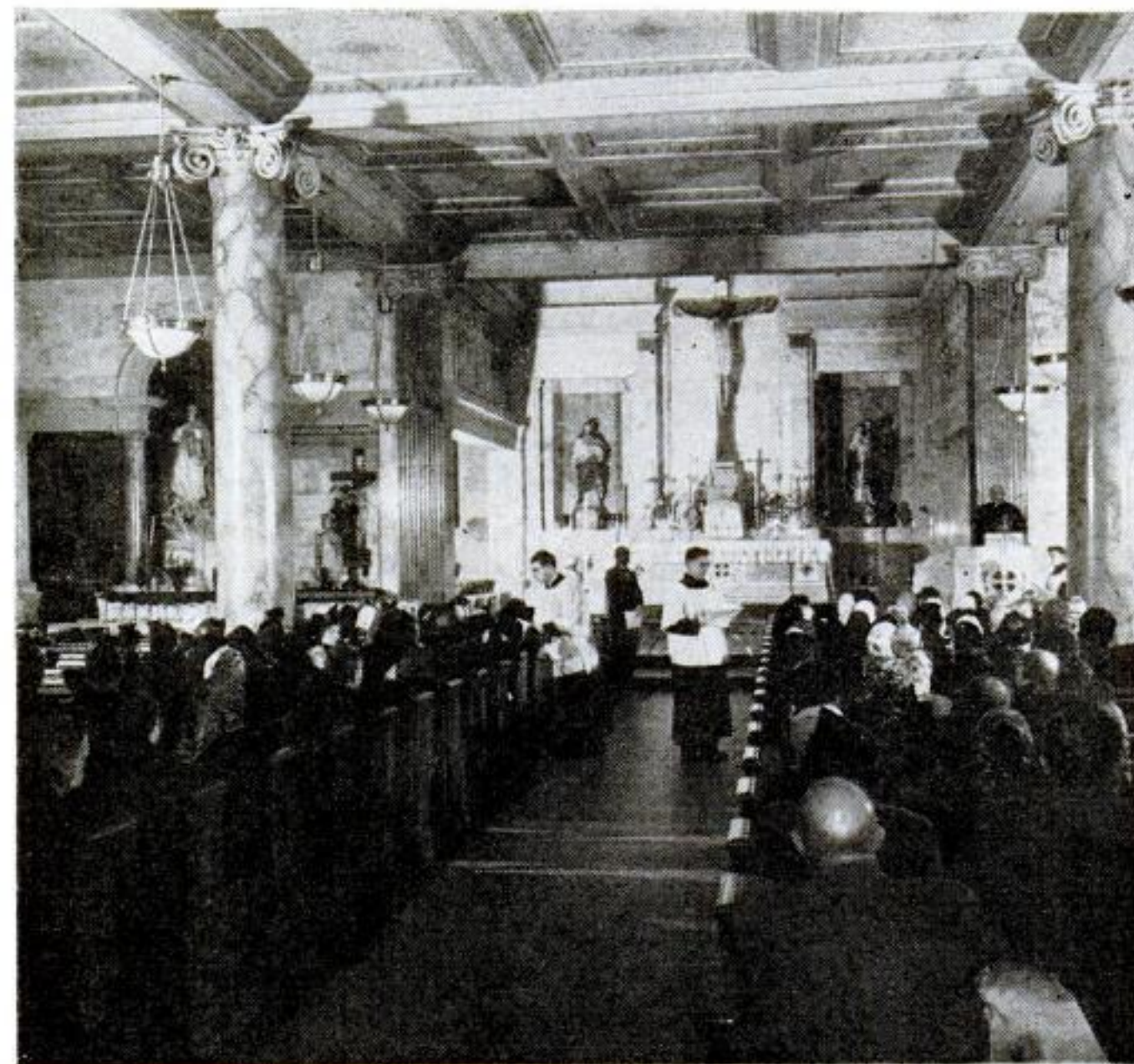
Let us state it very briefly—"State Of The Union" is the "must" picture of 1948.

Italy CONTINUED

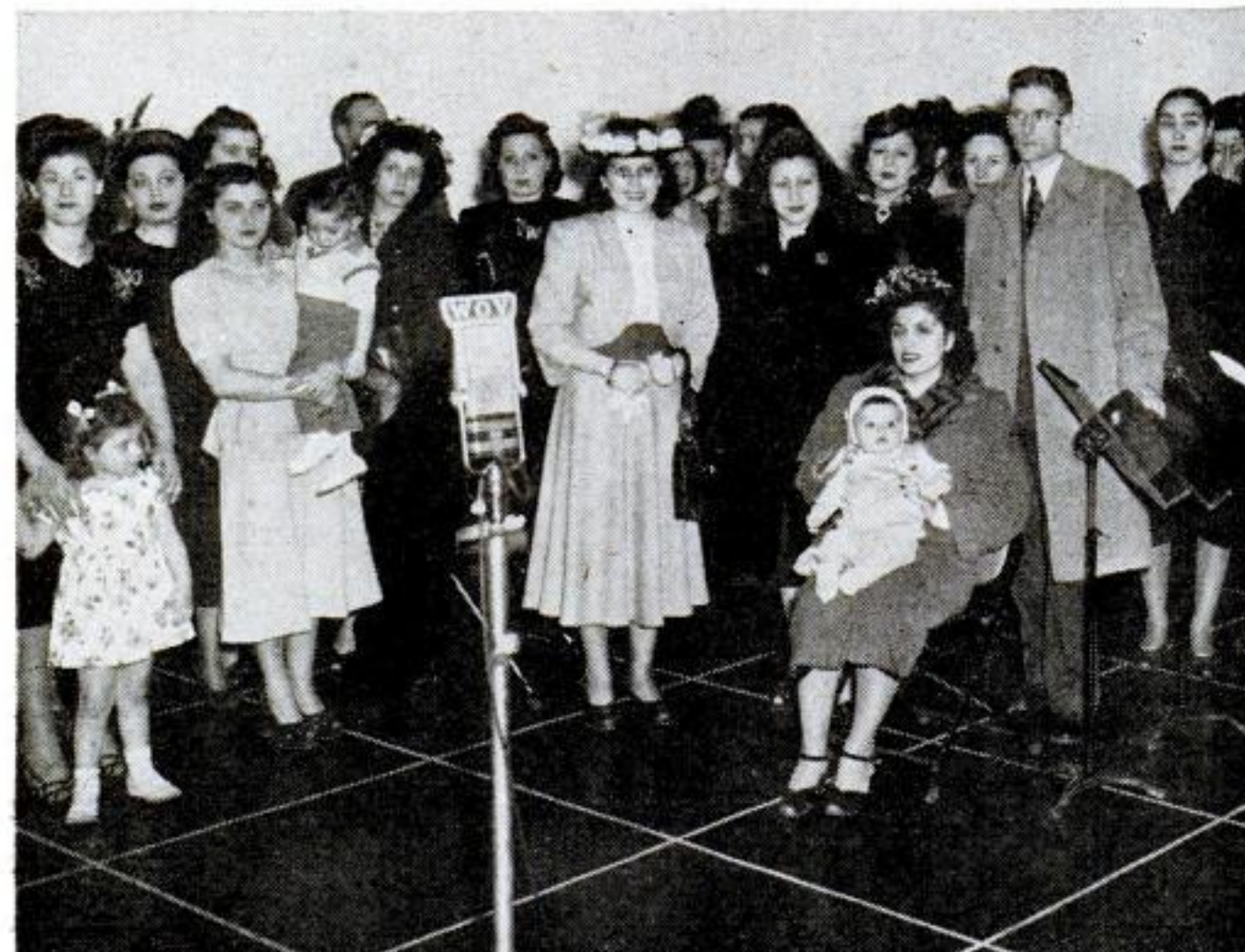
AMERICANS JOIN IN THE FIGHT



HOLLYWOOD PRODUCER James Nasser (center foreground) pays for employees' cables to friends in Italy urging them to vote against Communists.



BROOKLYN CHURCH helps distribute 250,000 copies of form letter written by Italian-born lawyer. It warns that Italy may become "vassal of Russia."



WAR BRIDES from Italy gather in Manhattan radio station to make recordings of experiences here. Records are sent to friends and relatives at home.



Hand-Screened in
4-Color Designs

Send your youngster off to "Fun-Land" with his favorite "Fairy-Land" friends imprinted on Apco-Knit's lustrous "Durene".* You'll admire the trimly tailored fit of this popular polo, as well as its lasting color-fast freshness.



Choose from 6 different Mother Goose fables. Sizes 2, 4, and 6. About \$1.49 at your favorite store or write:

APCO MANUFACTURING COMPANY
1342 N. Milwaukee Ave., Chicago 22, Illinois

A MASTERPIECE OF PRECISION



La Cross
Velvet Flyer
Nail File
Extra fine triple cut
gives nails a
satin-smooth finish.
At leading stores—60¢

La Cross

SCHNEFEL BROS. CORPORATION, 630 FIFTH AVE., N.Y. 25

**THERE REALLY IS
A DIFFERENCE**

Ask for Royalty—for consistent
quality, true color and perfect fit.



Family life is never dull
when the **TIPPLER** is around

A clever, colorful catalog illustrating countless gift suggestions, party ideas, amusing games, novelties, playroom gadgets for fun all year 'round. Send for latest edition... Enclose 10c for mailing and handling.
the BAR MART, America's Gift & Gadget Headquarters
Dept. 60, 62 West 45th St., New York 19, N.Y.

If you want
a **TREAT** instead
of a **TREATMENT**
...smoke
Old Golds

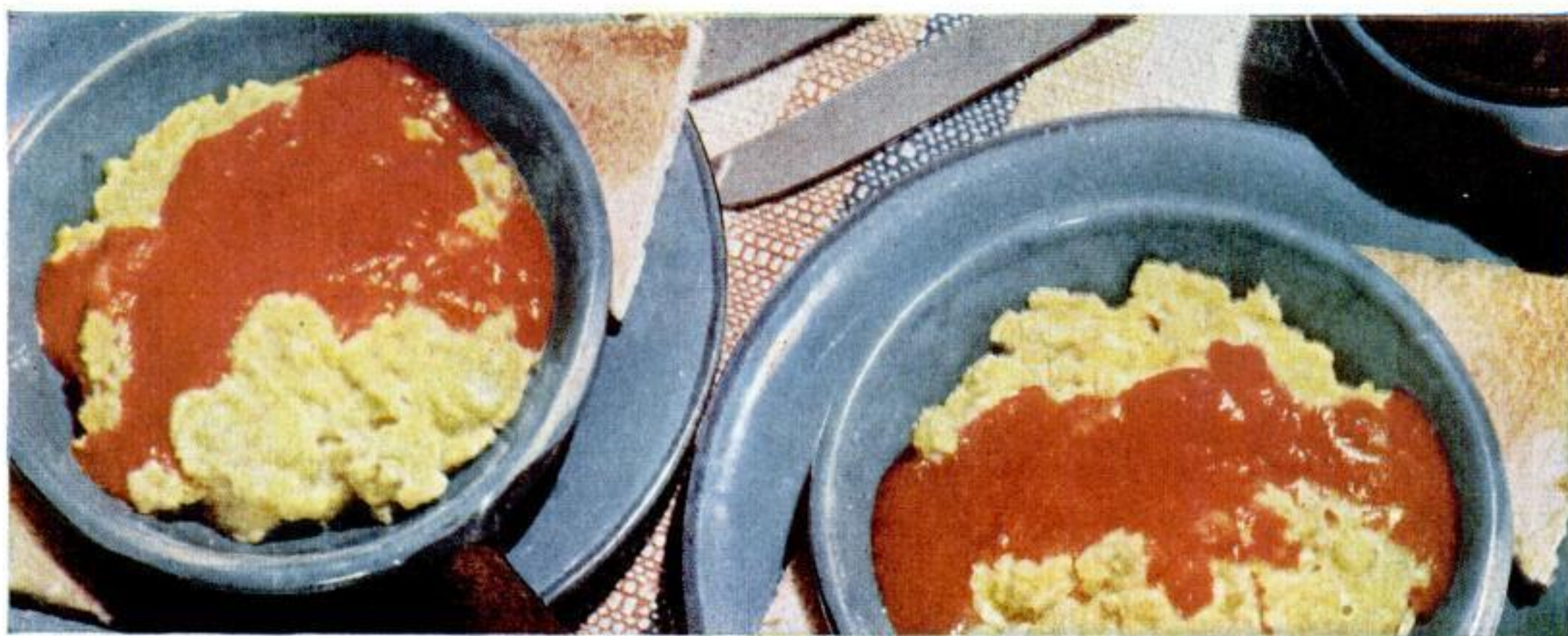


Tomato Scrambled Eggs

6 eggs

1 can Hunt's Tomato Sauce

Soft-scramble the eggs. Meanwhile heat Hunt's Tomato Sauce in separate saucepan. Serve eggs, topping with sauce (the sauce will do for 8 eggs if desired). After enjoying, jot down on your shopping list: 6 cans of Hunt's Tomato Sauce!



Now...from California

Hunt's Tomato Sauce is getting around the country like wildfire! Not just because it costs only a few cents a can. But because folks rave about the delicious things it does for their low-cost recipes.



Dutch Meat Loaf

1½ lbs. ground beef 1 cup fresh bread crumbs
1 medium-sized onion, chopped
½ can Hunt's Tomato Sauce 1 egg, beaten
1½ teaspoons salt ¼ teaspoon pepper

Lightly mix ingredients, form into loaf. Place in shallow pan. Place in moderate oven (350° F.). Combine the following:

½ can Hunt's Tomato Sauce 1 cup water
2 tablespoons prepared mustard
2 tablespoons vinegar
2 tablespoons brown sugar or molasses

Pour over meat loaf in oven; continue baking 1½ hours longer, basting occasionally. Serve in a bed of noodles. Serves 4 to 6.

a cooking sauce

You simply cook a can of Hunt's Tomato Sauce into your favorite recipes: Stews, soups, spaghetti, meat loaf, rice, eggs. And vegetables, macaroni, fish, gravies. Ummm! It's perfect for leftovers!

Fish Fillets

1½ lbs. fish fillets

4 tbsp. margarine or butter melted
2 tbsp. chopped onion 1 tsp. salt
¼ cup water ¼ tsp. pepper 1 bay leaf
dash of sage 1 can Hunt's Tomato Sauce

Season fillets, place in shallow, greased baking pan. Mix butter, onion, salt, pepper, bay leaf, sage, Hunt's Tomato Sauce, and water. Pour over fish. Bake, basting occasionally, in moderate oven (350° F.) 30 to 40 minutes or until fish is tender. Serves 4-5.



with spicy tomato goodness!

HUNT'S TOMATO SAUCE is *all* tomato — already *kettle-simmered* for you. It's seasoned with spice and everything nice. Rich and thick and flavory.

And what a *bargain* — at just a few cents

a can! Why, it takes *more than four* plump, sun-ripened tomatoes to make one can!

So get in on this delicious way of sparkling up low-cost foods. Your grocer has Hunt's Tomato Sauce now. Get six cans!

Hunt-for the best

Hunt Foods, Inc., Los Angeles, California



PEOPLE

CANADA'S QUIET MACKENZIE KING QUIETLY BREAKS AN OLD RECORD

On April 21 William Lyon Mackenzie King will have been the Prime Minister of Canada exactly 7,621 days (nearly 21 years), which is a new record for the world's English-speaking nations. Two hundred and six years ago Sir Robert Walpole was turned out of office after 7,620 days as Prime Minister of Great Britain. Until this week not even Franklin D. Roosevelt (with 4,423 days) had come close.

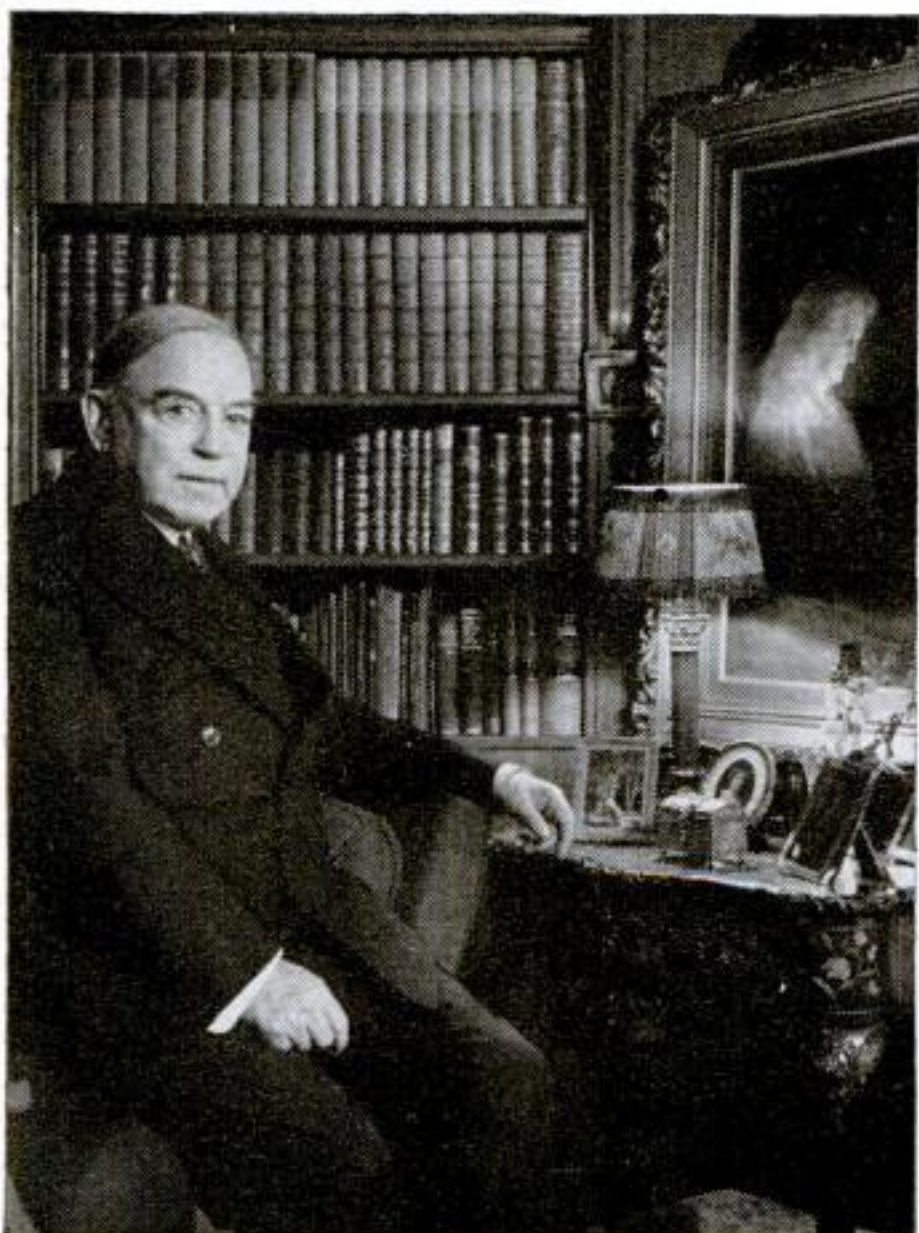
Except for three months in 1926 and a five-year hiatus when the Conservatives won power (1930-35), King has ruled Canada with an unspectacular and sometimes stodgy hand ever since 1921. Caution has been his watchword: "I have nothing to say," the only thing he has said very often. Even his personal life is one of vast loneliness and privacy. A bachelor, he likes to read poetry. He seldom drinks, and friends come to his house only when they are invited.

The grandson of an immigrant Scot, "Willie" King grew up in Berlin, Ont. (which changed its name to Kitchener in World War I). After college he lived at Jane Addams' Hull House, studied slums and unions in Chicago. This led to an appointment in 1900 as deputy minister of labor. By 1908 King was a member of Parliament and by 1919 the heir to the Liberal party when its leader, Sir Wilfrid Laurier, died.

Since his election to the premiership in 1921 King has helped his country cut its umbilical cord to Mother England and grow into independent manhood. At 73 he is full of honors and ready to step down. At his request the Liberal party will meet this summer to name a successor.



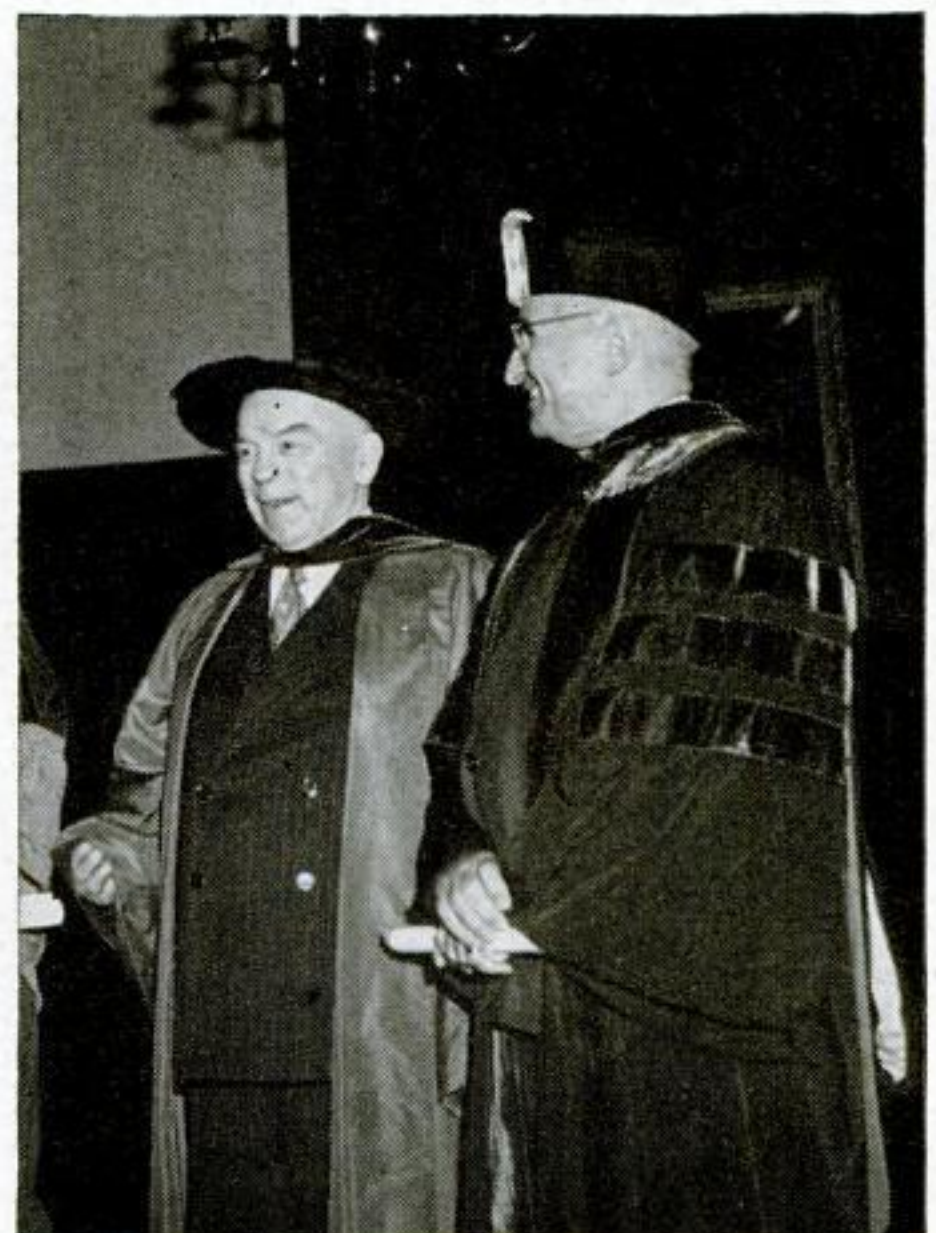
SLIPPING INTO COAT AT DAY'S END, PRIME MINISTER KING IS CAUGHT IN A RARE, UNPOSED MOMENT



MOTHER'S PORTRAIT, hanging over desk in his study, is kept lighted even in the daytime.



OFFICIAL WELCOME for Skating Champion Barbara Scott brings warm smile to King's face.



HONORARY DEGREES were given King and Truman April 2 at William and Mary College.

WINTHROP
IN-'n-OUTERS

NEW LEISURE SHOE
FOR MEN



...for
garden
seedin'

...or "thriller" readin'

On your toes or in repose, this strap In-'n-Outers with cushion-cork platform is the perfect companion for those hours "on your own." "Takin' it easy" is easy to take in Winthrop In-'n-Outers. Crepe or leather soles.

For Free Style Booklet
Write Dept. "G"

\$9⁹⁵

Also Regular Dress
Styles for Men and Boys.

WINTHROP SHOES

Always First With All That's New

Winthrop Shoe Co. • Div: International Shoe Company • St. Louis

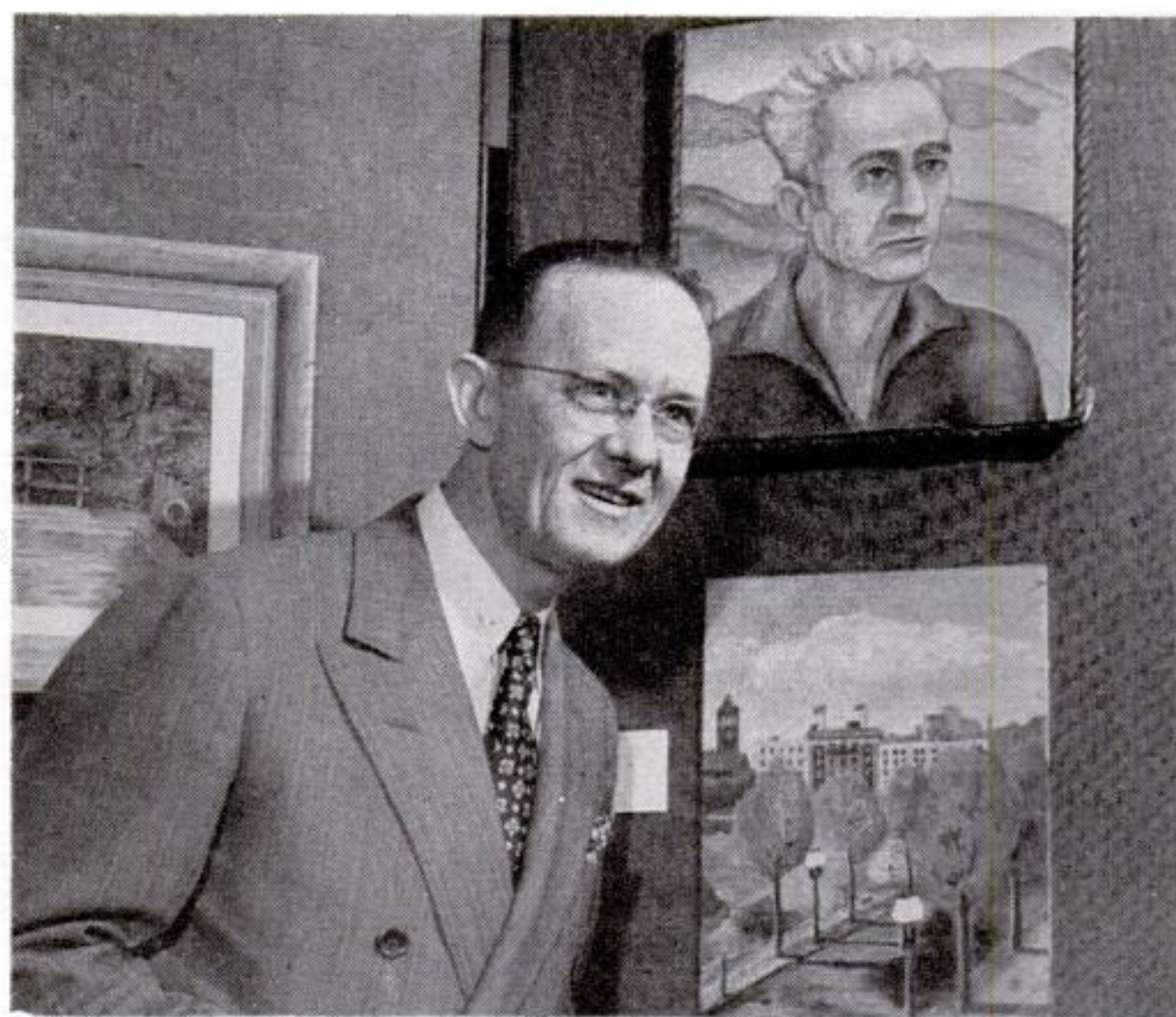
PEOPLE CONTINUED

THE GENTLEMAN FROM PENNSYLVANIA BELITTLES



Representative Chester Gross, who once wore beard in Congress (above) to publicize a home-state celebration, cut another caper last month. Commenting on a proposal by an Arkansas congressman, Gross belittled his colleague's home state. Said Gross, "The Arkansas farmer gets up in the morning at the alarm of a Connecticut clock, buttons his Chicago suspenders to Detroit overalls, washes his face with Cincinnati soap in a Pennsylvania pan, eats his Chicago meat and Tennessee flour, cooked with Kansas lard on a St. Louis stove. He puts a New York bridle on a Kansas mule fed with Iowa corn. He plows a farm, covered with an Ohio mortgage, with a Chattanooga plow. At the end of the day he says a prayer written in Jerusalem, crawls under a blanket made in New Hampshire, only to be kept awake by an Arkansas dog—only home product on his place."

AND THE GENTLEMAN FROM ARKANSAS DEFENDS



Representative Brooks Hays, a quiet man who likes to paint scenes from his office window (above), quickly rallied to Arkansas's defense. Said he, "If all the cows in Arkansas were one cow, she could stand with her front feet on the great plains of the West and her hind feet in the Dominion of Canada and with her tremendous tail could wipe icicles off the North Pole. If all the hogs in Arkansas were one hog, he could stand with his front feet in the Gulf of Mexico, his hind feet in the Atlantic Ocean and with his mighty snout could dig another Panama Canal. If all the dogs in Arkansas were one dog, he could stand on the loftiest peak of the Ozark Mountains and raise a howl that would blow the rings from off the planet Saturn, and all the possums in Pennsylvania would not grease his upper lip."

ONLY AN

Elgin

HAS THE DURAPOWER MAINSPRING*

MADE OF "ELGILOY" METAL

*Eliminates 99% of watch repairs
due to steel mainspring failures!*

LOOK FOR THIS SYMBOL ON THE DIAL



Patent pending

The one you love will be happier with an **ELGIN**

The powerhouse of a watch—the part that makes it go—is the mainspring. And, right there in that vital part, Elgin offers a tremendous advantage.

Elgin's DuraPower Mainspring, completely overcomes rust—the commonest cause of mainspring breakage. Retains its "springiness" indefinitely for greater accuracy through the years. *Actually eliminates 99% of watch repairs due to steel mainspring failures!*

No other watch in the world has the DuraPower

Mainspring. And it's in all new Elgins at no extra cost.

You probably know of Elgin's famed timed-to-the-stars accuracy. You can see Elgin's brilliantly original styling. And you can appreciate the importance of having a watch that's made in America, adjusted here to temperatures and positions.

Now the "dp" symbol of DuraPower on the dial is a final assurance that you or the one you love will be happier with an Elgin.

Lord and Lady Elgins are priced from \$65.00 to \$5000.00. Elgin De Luxe from \$47.50 to \$65.00. Other Elgins can be bought for as little as \$29.75. All of these prices include the Federal Excise Tax.



Now to Elgin's famous star-timed accuracy the DuraPower Mainspring adds a permanency of timekeeping performance never before possible in any watch. Elgin observatory time is the official time of United Air Lines.

In the 1830's while Audubon painted his famous "Birds of America"...



Col. James Crow
was immortalizing
another American "bird"

Neither bright plumage nor bright song distinguish the bird that has become the symbol for James Crow's whiskey. But for more than a hundred years, Old Crow has served to brighten many a gathering and has caused men to sing out the praises of this grand old brand. To-day, its famous symbol is recognized throughout the world as the mark of superb whiskey from Kentucky!



THOSE IN THE KNOW - ASK FOR

OLD CROW

KENTUCKY STRAIGHT

Bottled in Bond

A TRULY GREAT NAME

Among America's Great Whiskies



Kentucky Straight Whiskey • Bourbon or Rye • 100 Proof • National Distillers Products Corporation, New York



RADIOMETER'S 25-FOOT-WIDE STEEL-MESH REFLECTOR FOCUSES RADIO WAVES ON ANTENNA AT ITS CENTER. IT TURNS TO FOLLOW SUN OR STAR ACROSS THE SKY

STATIC FROM STARS

Radio interference from space
is predicted with new machine

On a remote plain near Sterling, Va., the U.S. Bureau of Standards has set up a machine to listen to the sound of stars. This newest instrument of astronomical research, called a radiometer, is one of several similar devices now in use to study the mysterious radio waves which reach the earth from outer space. A kind of radio telescope, it gathers and focuses electromagnetic impulses radiating from the stars in the same way that a conventional telescope gathers and focuses their visible light.

The Bureau of Standards' great interest in stellar static stems from the fact that these waves set up interference in high-frequency radio reception. The research project, headed by Engineer Grote Reber, inventor of the radiometer, will be concerned mainly with predicting the time, place and intensity of future solar broadcasts. But Reber believes that his method may also help to plot by their sound stars that have never been seen, and even supply a new means of navigation (p. 66).

Since 1895

Rollfast

BICYCLES

made to last



Smart. Smooth and Easy-going!

Rollfasts are made with Automobile Features!



★ U.S. ROYAL TIRES

Just like famous U. S. ROYALS that are standard equipment on so many family cars . . . same kind of rubber casing and inner tube. 3-ply fabric under tread.

★ BRAKES & BEARINGS

A GENERAL MOTORS value! New Departure Coaster Brakes that operate on same principle as heaviest duty automotive clutches. New Departure chromium-alloy ball bearings. Bendix optional.

★ SHOCK ABSORBERS

SPRING FORK available on De Luxe Series models. Absorbs road shocks! Noiseless, precision-built unit adds comfort, smoothness and safety.

★ AUTOMOBILE FINISH

BONDERIZED under the enamel. A finish base used by almost every automobile maker. Prevents enamel chipping and spread of rust.

★ CHROMIUM TRIM

All bright metal parts are CHROMIUM PLATED. Rollfast Bicycles have that "new car" sparkle and lustre.

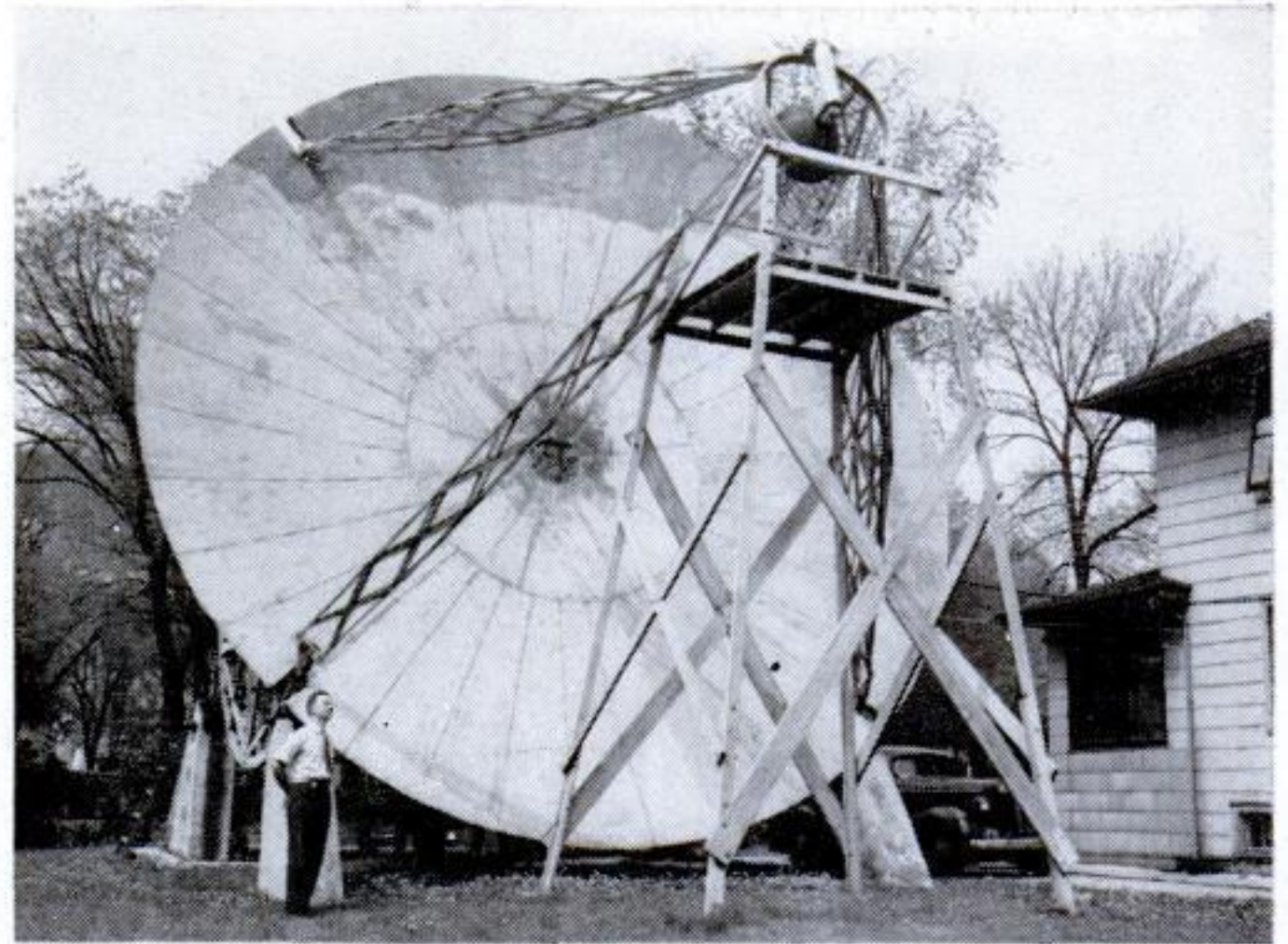


FREE: Write for Illustrated Catalog

Dept. 14

D. P. HARRIS HDW. & MFG. COMPANY, INC.
ROLLFAST BUILDING, NEW YORK, N. Y.
BICYCLES • CUB-CYCLES • PLAYCYCLES • TRI-BIKES • ROLLER SKATES

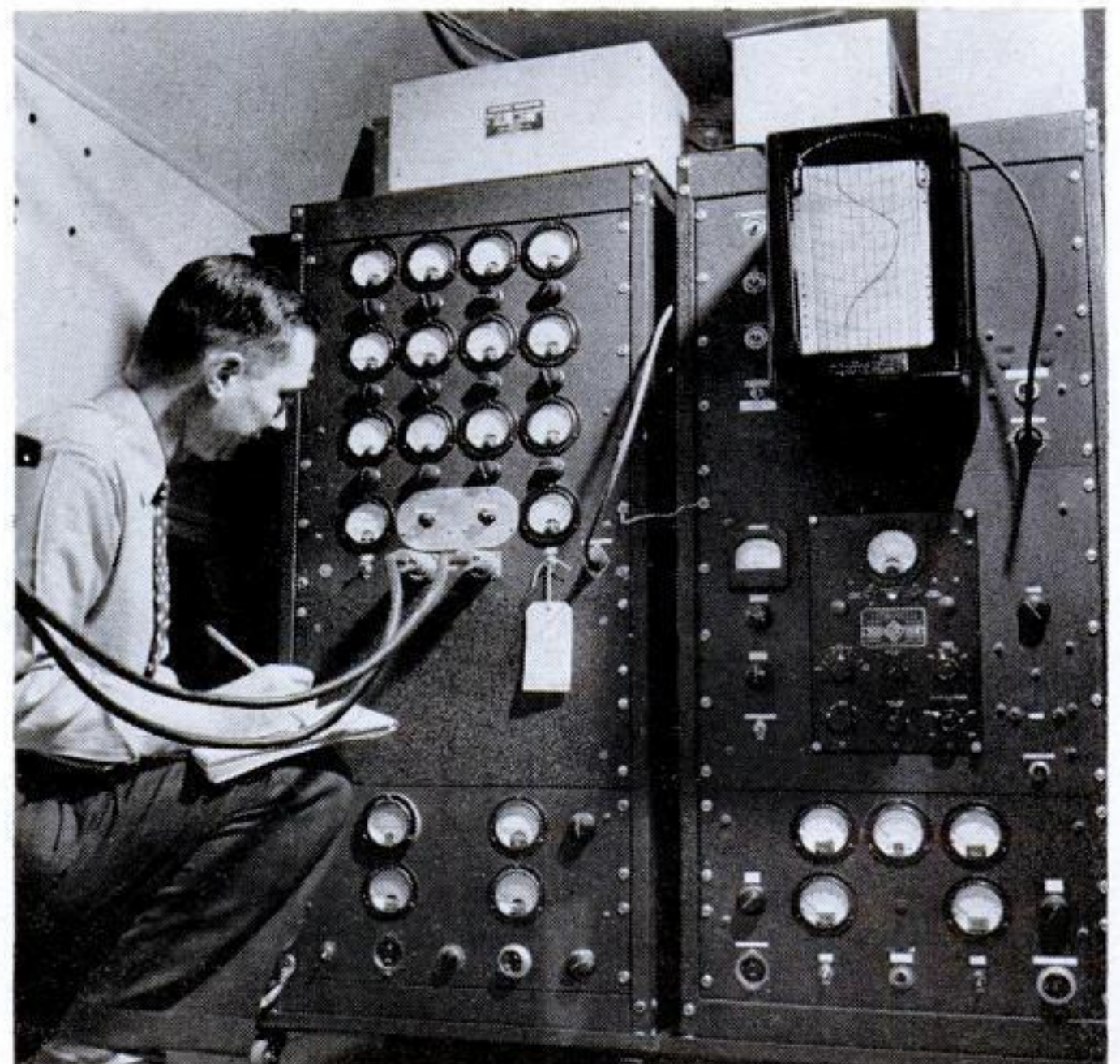
Static from Stars CONTINUED



HOMEMADE RADIOMETER, built in 1937 by Reber in his Wheaton, Ill. backyard, picked up strong radio waves from the sun and parts of Milky Way.



SPECIAL AMPLIFIER, which magnifies signals from stars 160 billion times into audible sounds or traces (below), is checked by Reber before installation.



CONTROL PANEL in cabin near radiometer has power-regulating instruments (left) and paper recorder (right), which makes graphs of stars' impulses.

CONTINUED ON PAGE 66



MY NEW
GEM RAZOR
GETS WHISKERS
AT THE BASE!
NO '5 O'CLOCK
SHADOW'!



OLD WAY TO SHAVE

The all-important *shaving-angle* is left to chance—blade doesn't shear cleanly, shave doesn't last.

NEW GEM WAY

Simply shave with Gem's 'Guiding Eye' flat against face. Blade meets beard at scientific angle—automatically. Shaves are quicker, cleaner, more comfortable. No '5 o'clock Shadow'!



NEW GEM RAZOR

Twist-it opens! Twist-it closes!

ALL ONE PIECE—NOTHING TO TAKE APART!

Ultra-modern, crystal clear case contains gold-plated 'Guiding Eye' Razor and supply of 2-Edge and Single Gem Blades.

\$1.95

Prices adjusted in Canada

GEM JR. MODEL 39¢ — PEERLESS MODEL \$1.25



AVOID '5 O'CLOCK SHADOW' with GEM

Gem Division, American Safety Razor Corp., Brooklyn 1, N. Y.

An A.S.R. Product

FOR BEST RESULTS:
SHAVE WITH
BARBASOL



"Of course I remember you! You're the man with the nice, smooth Barbasol face!"

Your face is your fortune, in more ways than one. Treat it *right*, with Barbasol. Enjoy much closer shaves, with *comfort*. Unlike soapy lathers, Barbasol's brushless ingredients tame

wild beards *without removing natural skin-oils*. So Barbasol leaves your skin smooth and flexible; not tight, dry or sensitive. That is why it's the top-selling shave cream. Try it!

- No brush
- No lather
- No rub-in

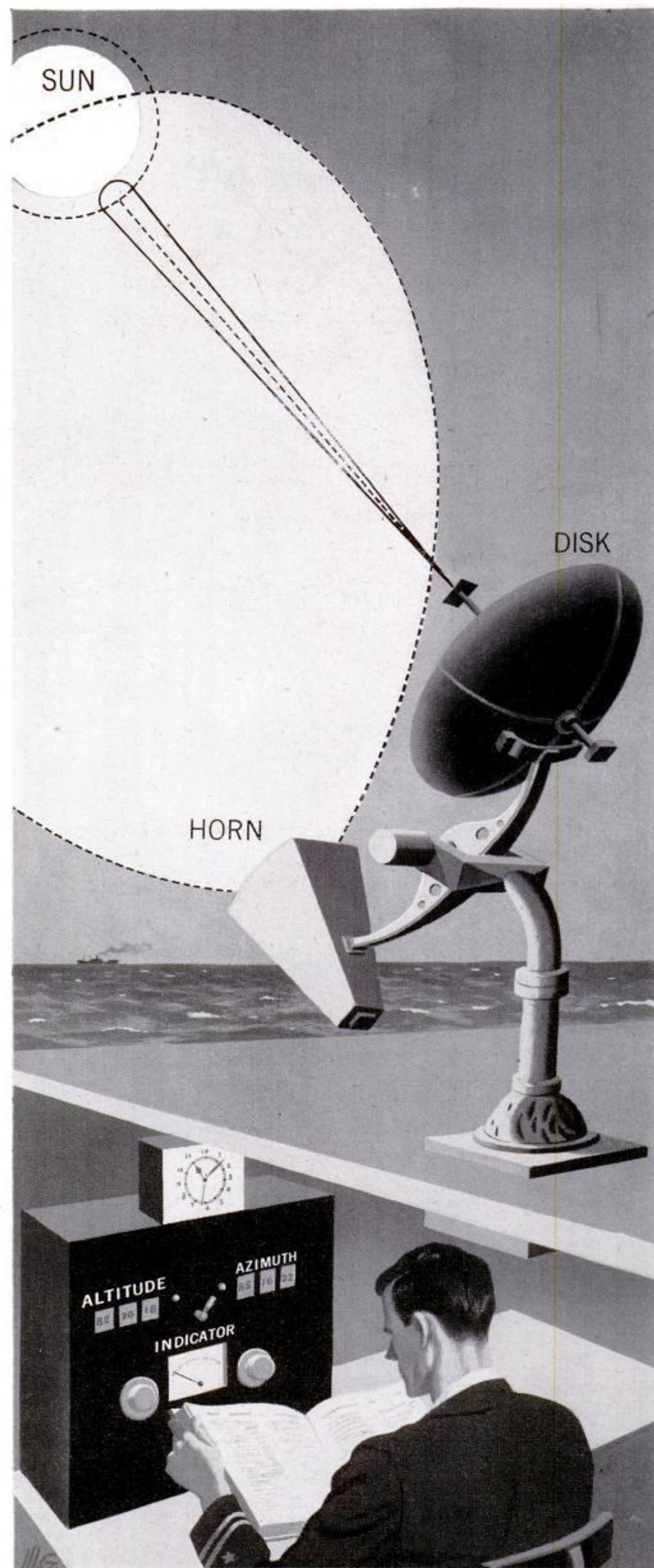


Use it also for soothing relief of sunburn, windburn, insect bites, itching



AVOID
"Athletic Aroma"
USE BARBASOL
LOTION DEODORANT

Static from Stars CONTINUED



SUN'S NOISE MAY GUIDE SHIPS

The first practical application of the radiometer may be in navigation, where it could serve as a kind of electronic sextant. Like the optical sextant it could determine a ship's position in relation to the sun and so permit the navigator to compute his position on the sea. But the radiometer would have a great advantage over the conventional instrument: using radio waves instead of light, it could take sun sights through the thickest overcast or fog. The seagoing radiometer may be somewhat as shown above: on deck, a wide-angle, horn-shaped receiver to find the general location of the sun and a far more precise disk reflector to find its exact center. In the cabin, instruments would show when the reflector was centered and give the angle from ship to sun.

Take a good look at TODAY'S Kodak Folding Camera



Kodak Vigilant $f/6.3$ Camera makes brilliant pictures in daylight, exciting "flash" shots at night... both in black-and-white and in full color. (For "flash" you hitch on a Kodak Flashholder, as illustrated.)

Handy camera to carry, simple to operate. Gives you big pictures. Kodak Anastigmat $f/6.3$ Lens, precise shutter. \$36⁵⁰ *plus tax*. Kodak Flashholder, \$9⁵⁰ *plus tax* ... at your dealer's.

Eastman Kodak Company,
Rochester 4, N.Y.

Kodacolor snapshots,
2⁷/₈ x 4³/₁₆

Black-and-white
snapshots, 2¹/₄ x 3³/₄

(Sizes apply to both cameras
shown on this page)

Also see

Kodak Vigilant Junior Camera. \$17⁵⁰ *plus tax*. Easy to use. Dependable fixed-focus lens, accurate shutter. Makes black-and-white and full-color snapshots. For "flash" you use the new Kodak Photo Flasher (shown beside camera). \$1²⁵ *plus tax*.



The supply situation... Though Kodak is making more cameras and film than ever before, the demand is greater too. Keep in touch with your Kodak dealer. (Prices subject to change without notice)

"Kodak" is a trade-mark

Kodak



"Let's raid this camp—they've the best of everything!"

It's a mighty thoughtful host who serves the whiskey
thousands are switching to . . . mellow, milder

Calvert Reserve! For Calvert's unmatched blending experience
always rewards you with a *better tasting* drink . . .
cocktail, highball or neat. Why not try it?

Clear Heads Choose **Calvert**

CALVERT RESERVE—Choice Blended Whiskey—86.8 Proof—65% Grain Neutral Spirits . . . Calvert Distillers Corp., New York City



DOUSED BY A WATERING CAN, PRETTY GLORIA BEHREND STAYS DRY. HER NEW FLOWERED HAT AND JACKET HAVE BEEN AQUA-PRUFED TO SHED SPRING SHOWERS

RAIN SHEDDER

New spray keeps everything from shoes to sails from getting wet

This spring anyone caught in a shower without a raincoat or umbrella can quickly protect himself with a new water repellent called Aqua-Pruf. Put up in small bottles with fingertip sprayers attached, a few squirts of the liquid will make clothes shed water like a tin roof. Designed for home use, the new spray will make water-repellent women's hats (*above*), tennis rackets, ski clothes, slip covers, baseball gloves and the sails on a boat.

Aqua-Pruf is a noninflammable solution of an aluminum compound suspended in carbon tetrachloride, a common cleaning fluid. Sprayed on fabric, the carbon tetrachloride evaporates, leaving on each fiber an invisible coating which repels cool liquids but does not clog pores of the material or harm its texture. A spraying lasts until article is dry-cleaned or washed in hot water. Thus a treated tie sheds beer but absorbs hot consomme.

3 pairs of HAGGAR slacks

Give you
9 Correct and
Attractive
Ensembles



A Thrifty Way to Triple
Your Wardrobe
... the HAGGAR HARMONY CHART



Hagggar slacks are tailored from the pick of America's finest fabrics... they fit better... look better, longer. From about \$5.95 to \$13.95.

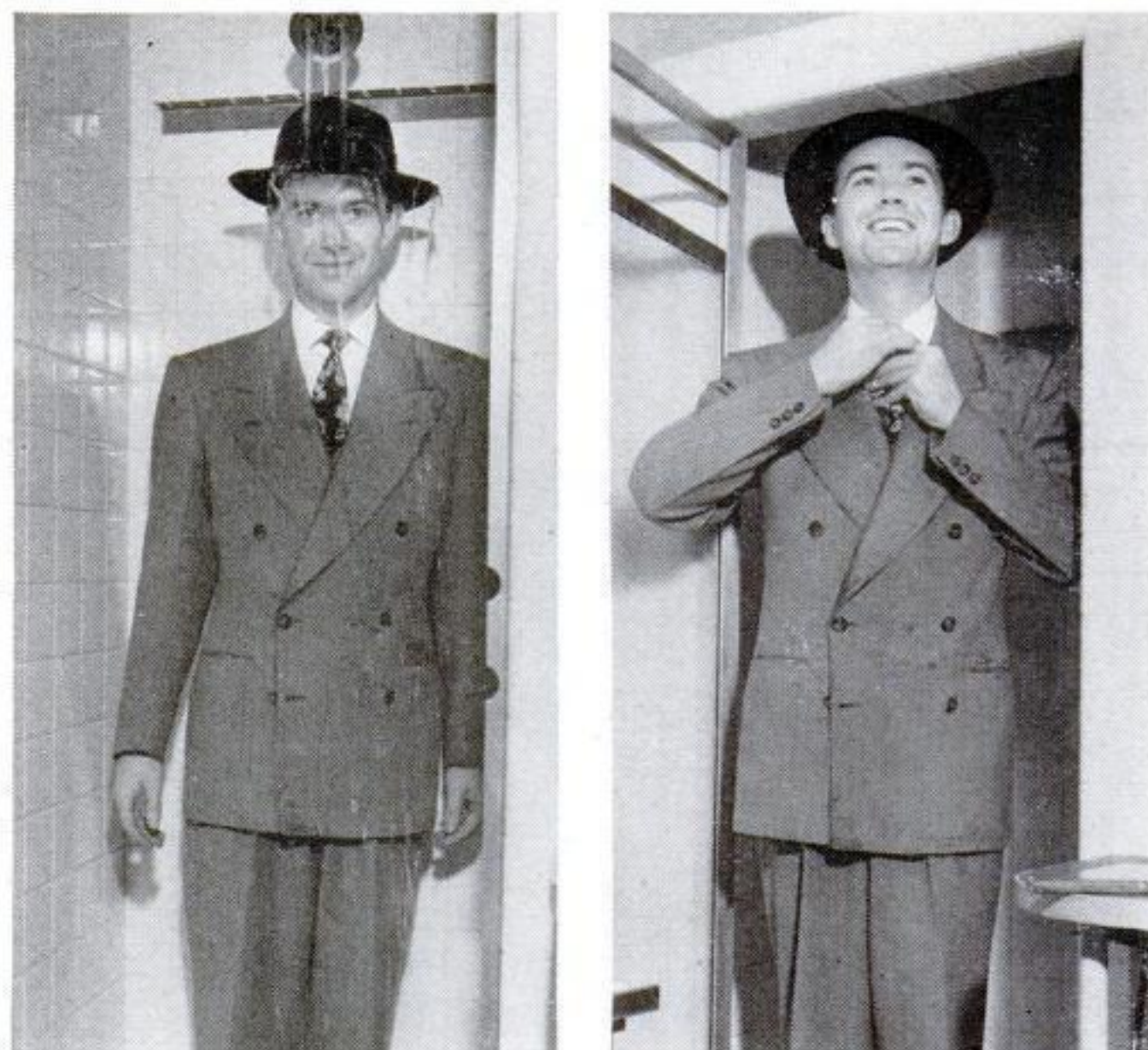
MONDAY Tan Hair Line Slacks Tan Shirt	TUESDAY Teal Slacks Beaver Shirt
WEDNESDAY Cocoa Slacks Tan Shirt	THURSDAY Tan Hair Line Slacks Beaver Shirt
FRIDAY Teal Slacks Tan Shirt	SATURDAY Cocoa Slacks Beaver Shirt
THURS. EVE. Teal Slacks Caramel Sport Coat	SAT. EVE. Tan Hair Line Slacks Caramel Sport Coat
SUNDAY Cocoa Slacks Caramel Sport Coat	



The HAGGAR HARMONY CHART is FREE
at stores featuring Hagggar Slacks...
or write Hagggar Co., Dallas, Texas.

Leading stores are featuring Hagggar Slacks in "Harmony Group Combinations." See them today.

Rain Shedder CONTINUED



COMPLETELY AQUA-PRUFED, J. Richard Morrow, sales manager for Aqua-Pruf, takes a shower with his clothes on (left). He steps out dry (right).



A FEW SQUIRTS of Aqua-Pruf protect a cigaret. Each bottle has sprayer, costs 90¢, holds 4 ounces and will treat as much as 14 square yards of surface.



A WATER-REPELLENT CIGARET is smoked through stream of water. There is no change in taste. Aqua-Pruf can be used on anything except rubber.

WAKE-UP

Winter-Sleepy Engine Power!

Change Now to the World's Largest- Selling Motor Oil

Hot-weather driving ahead! Guard against engine wear, costly repairs!

Have your Mobilgas dealer replace dirty, winter-used oil with clean, fresh Mobiloil. Special cleaning properties keep engine parts freer of deposits that can waste fuel, cause trouble.

Get Mobiloil—*Summerproof* your whole car—at the Sign of Friendly Service!



See Your Mobilgas Dealer

Get Mobiloil



SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



U. S. M-24 TANKS, BOUND FOR TURKEY, AWAIT LOADING IN BROOKLYN. IN BACKGROUND A 105-MM. HOWITZER IS SWUNG INTO HOLD OF TURKISH FREIGHTER "KARS"



GREEK CADET MEETS AMERICAN AT ROSTER BOARD

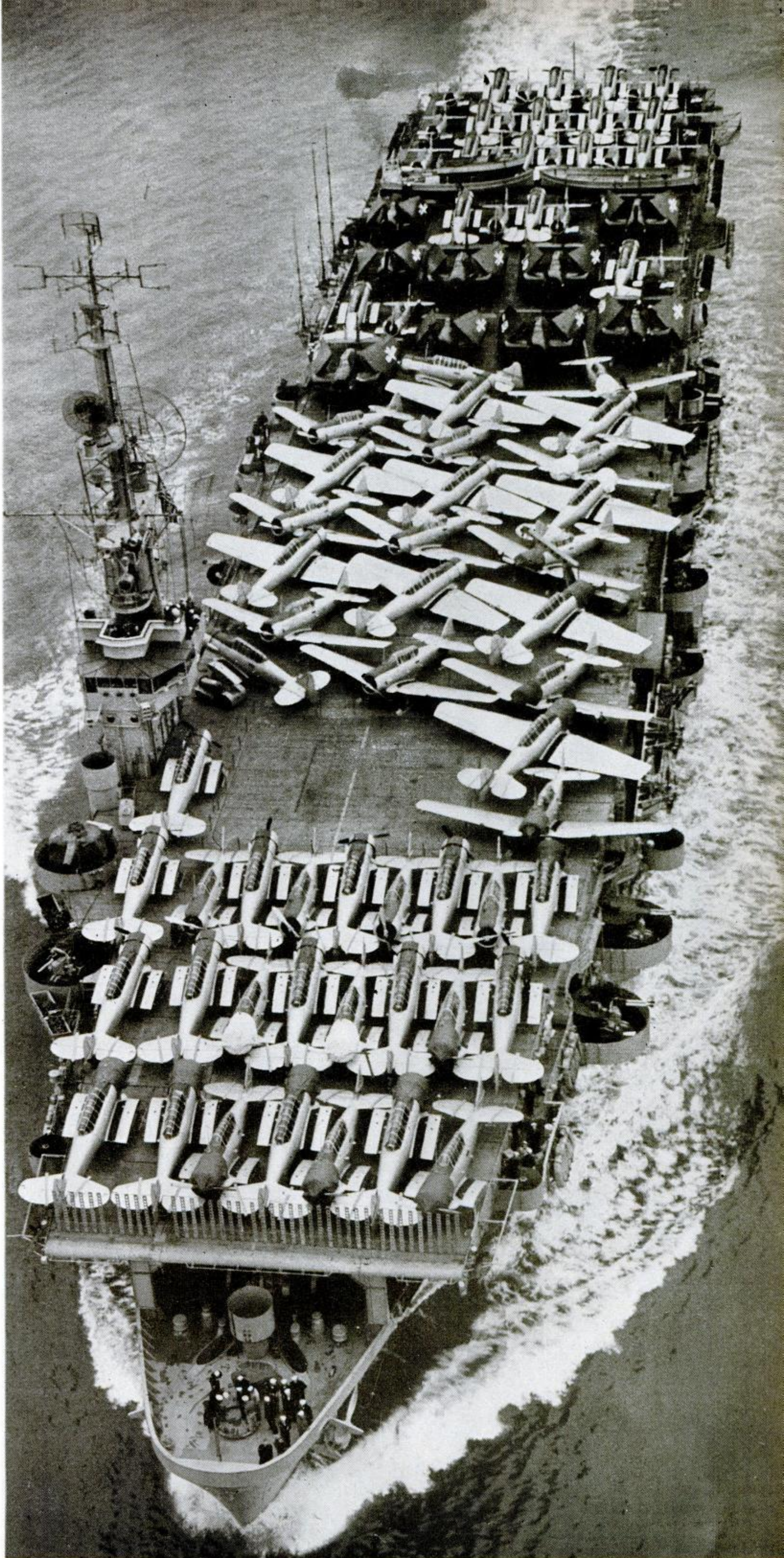
U.S. SENDS ARMS TO MIDDLE EAST

**Tanks, planes and free lessons
are given to Turkey and Greece**

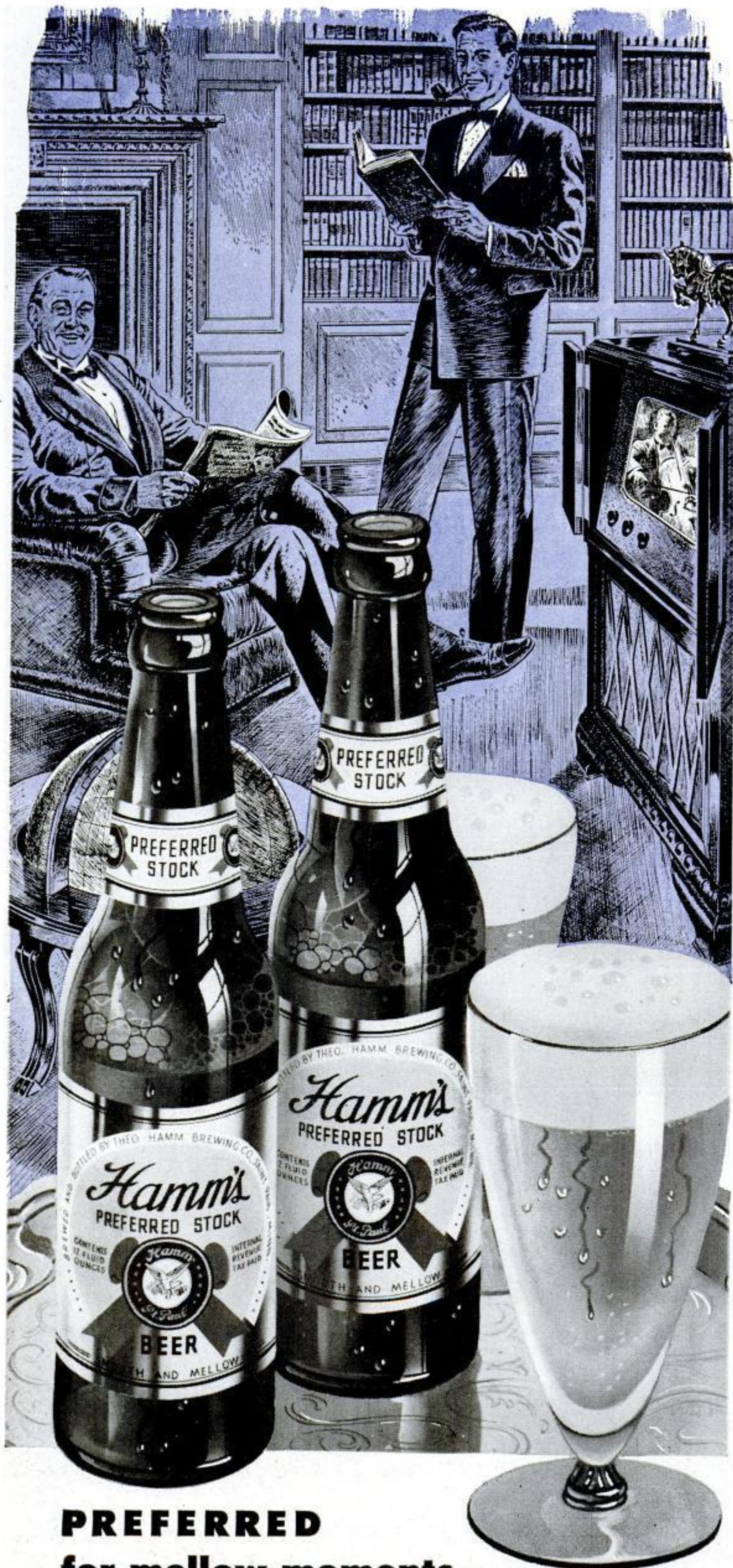
In the smoky morning haze of New York harbor the Turkish freighter *Kars* loaded her hold with rows of U.S. tanks, guns and howitzers (*opposite*) and sailed for her home port. The *Kars* was hardly in mid-Atlantic when the American carrier *Rendova* (*right*), ferrying U.S. planes, glided slowly under San Francisco's Golden Gate Bridge, and headed toward the Panama Canal. Her destination: the Turkish port of Istanbul.

These were only two of the ships that have carried war matériel to Turkey and Greece in the last two months. Their cargoes represent fulfillment of the interim-aid plan to help these countries and thus protect the vital Dardanelles—and the rest of the Middle East—from the growing threat of armed Soviet expansion. Now that ERP has been passed, more of these ships will be hustling across the Atlantic. Two more carriers filled with planes are scheduled to leave the U.S. for Turkish ports. And four U.S. submarines are due to leave their base at New London, Conn. for undisclosed ports in Turkey where they will be handed over to the Turkish navy.

But none of these planes or tanks or submarines will be helpful to Greece and Turkey unless the Greeks and Turks know how to use them. That is why Turkish sailors and officers are swarming over the U.S. submarines at the New London submarine base (*next page*). It is also why some 50 young Greek air cadets are now stationed at Randolph Field, Texas (*above*), learning to fly U.S. planes, attending lectures on aerodynamics and trying to overcome language difficulties in a field so technical that it is Greek to many an American.



THE U.S. CARRIER "RENDOVA," HER DECKS STACKED WITH PLANES, LEAVES SAN FRANCISCO FOR TURKEY



PREFERRED for mellow moments...

Smooth as a tale well told.
Mellow as music. HAMM'S—
the smooth and mellow beer
preferred by millions for
mellow moments. Here, for
your own mellow moments,
is flavor unsurpassed.

Theo. Hamm Brewing Co., St. Paul 7, Minn.

Hamm's
Smooth and
Mellow Beer

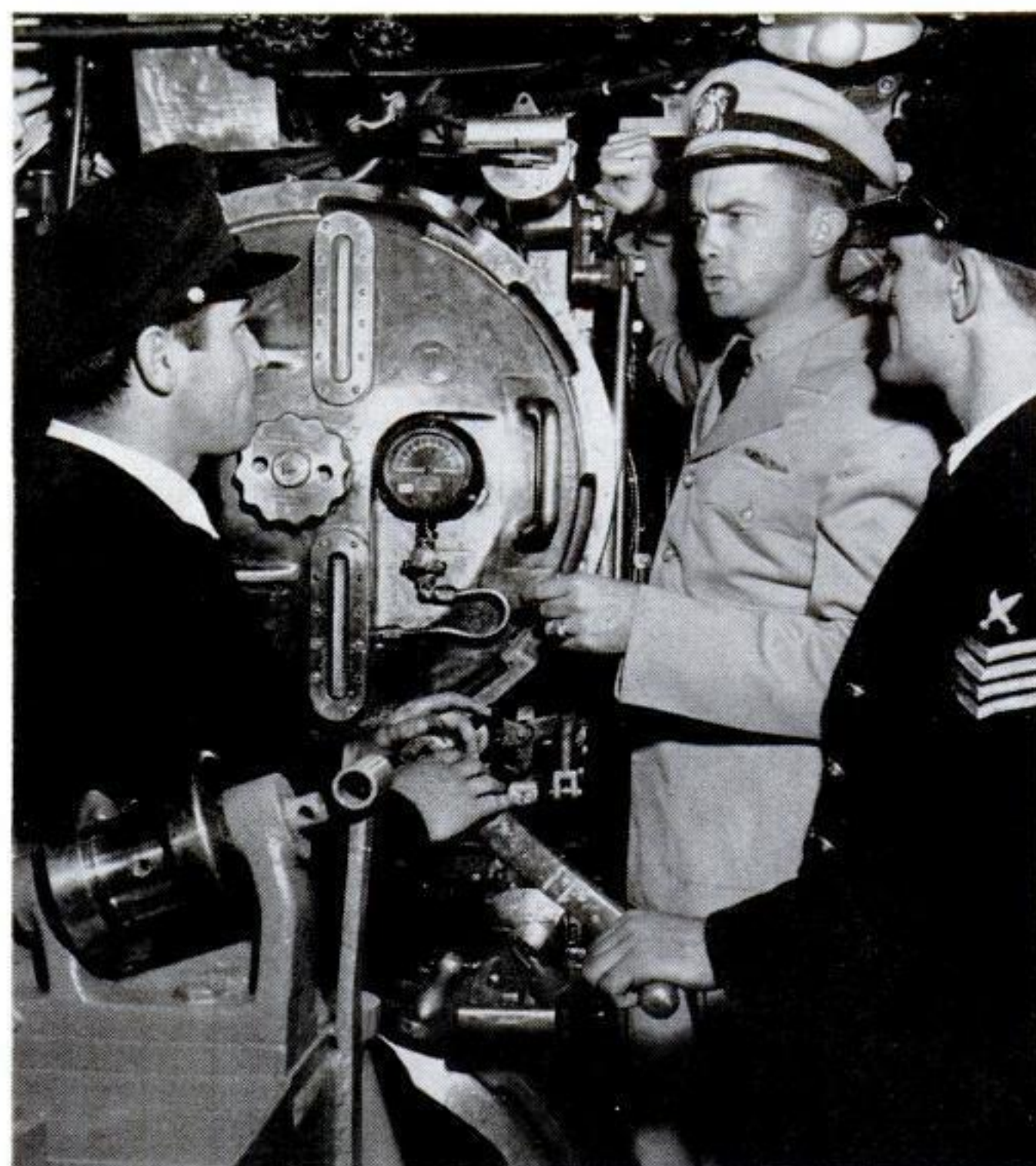
Arms to Middle East CONTINUED



A TURK (SEATED) LEARNS HOW TO OPERATE U.S. SUBMARINE DECK GUN

TURKS STUDY U.S. SUBMARINES

At the U.S. Naval Submarine Base in New London 34 Turkish sailors and 12 officers have been learning how to operate American submarines. Simultaneously studying English and the mechanical devices of the ships, they have spent three weeks preparing for the time when four American submarines will be turned over to them. When the full course is completed (the deadline is still undetermined) the subs will be taken to Turkey by U.S. sailors and officers, with the Turks riding along as observers. Meanwhile the Turkish sailors are getting a well-rounded education. In their off hours they flock to New London's movie theaters and the sub base boxing matches. They also like the dances at the base, and the U.S. officers' wives claim that the Turks are wonderful dancers.



TORPEDO-TUBE OPERATION is explained by U.S. officer to two Turkish sailors. U.S. instructors found Turks experienced sailors and good students.



Something Very Special... for a Very Special Someone...

For you in love, the heaven's brightest stars shall dance forever in the miniature of a rainbow brought to earth... a genuine registered Keepsake Diamond Ring... love's most treasured symbol.

Only one diamond in hundreds meets the exacting standards of excellence in color, cut and clarity which distinguish every Keepsake Diamond.

Identify Keepsake by the name in the ring, and the words "guaranteed registered perfect gem" on the tag... as illustrated. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better jewelers are authorized Keepsake Jewelers. Prices from \$100 to \$5000.



All rings illustrated in natural gold available in white gold. Rings enlarged to show details. Prices include Federal tax.

Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.

A. JONQUIL Set 187.50
Engagement Ring 125.00

B. PARADIS (Platinum)
\$975 to 5000

C. HEATHER Set 362.50
Engagement Ring 350.00
Also \$100 to 2475 and in platinum \$300 to 3450

D. CASTLE Set 262.50
Engagement Ring 175.00
Also \$125

E. ARCADIA Set 375.00
Engagement Ring 250.00
Also in platinum \$350

F. JORDAN Set (Plat.) 800.00
Engagement Ring 575.00
Also \$400 to 3950
Available in gold \$575 and 750

G. HOLLISTER Trio 1025.00
Engagement Ring 750.00
Also \$450 to 1100

Man's
Diamond Ring 125.00
Available to match all engagement rings \$75 to 200

H. COPLEY Set 300.00
Engagement Ring 200.00
Also in platinum \$300



KEEPSAKE DIAMOND RINGS, A. H. Pond Co., Inc.
120 E. Washington, Syracuse 2, New York

Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding," with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name.....

Street and No.....

City..... L 4-48

Traditionally through Six Decades the Choice of America's Loveliest Brides

The New PONTIAC



A fine car made even finer

The New Pontiac offers GM Hydra-Matic Drive

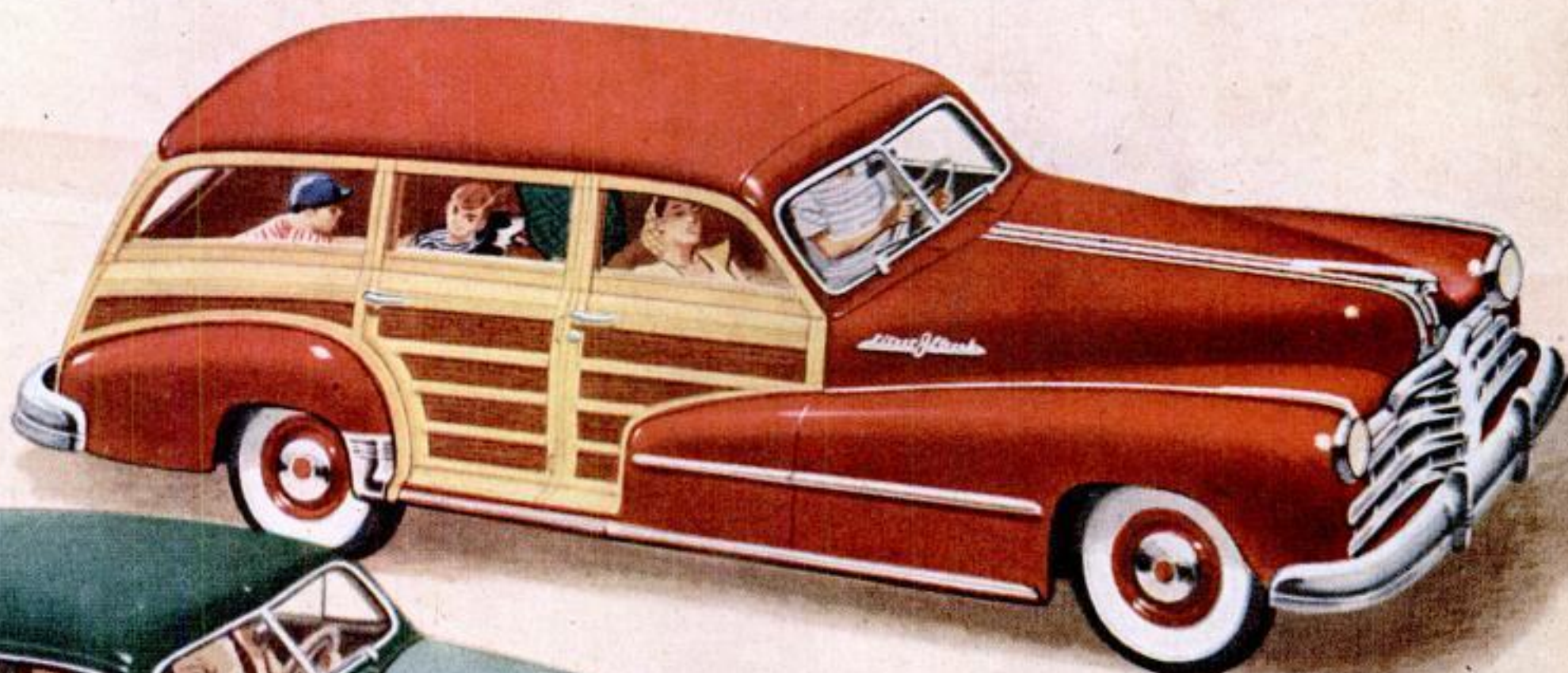
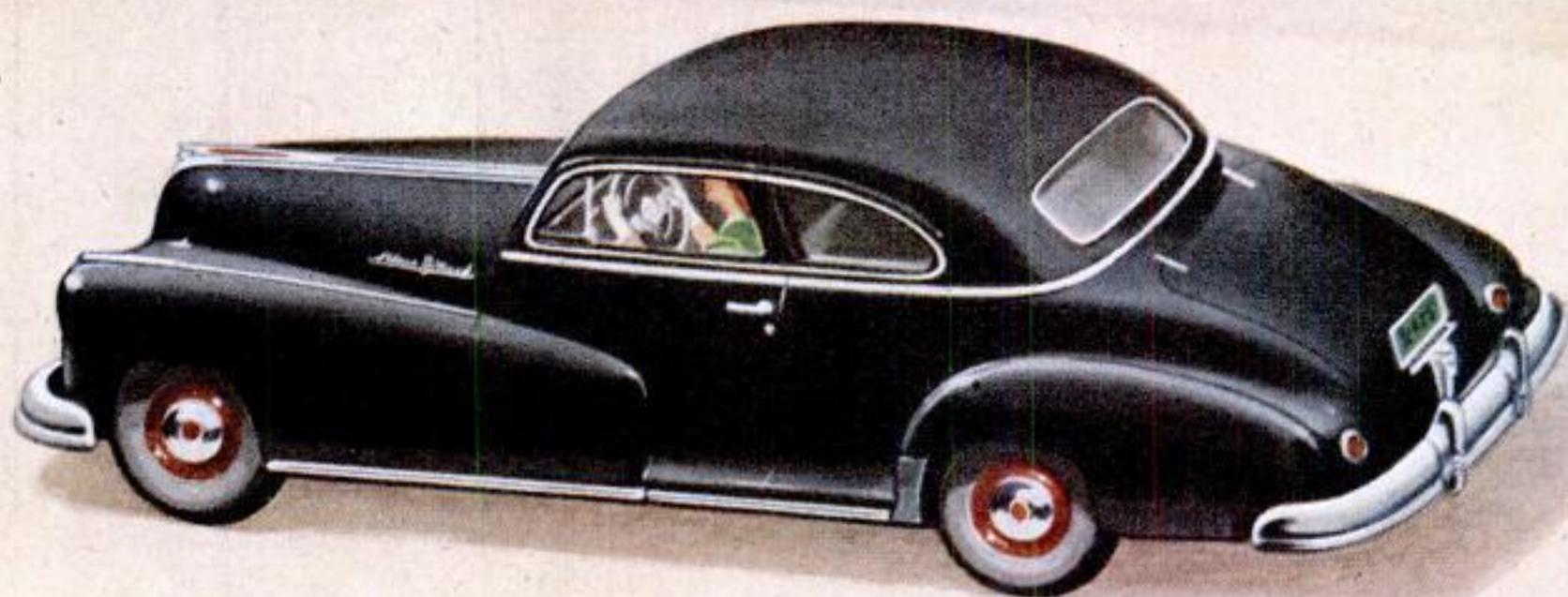
If you study the illustration above, you will find a car precisely suited to your requirements—for the new Pontiac offers a complete automobile show . . . *all by itself!* And regardless of the model you select, you may rest assured that it will give you unequalled satisfaction—and unsurpassed economy. For this is the greatest Pontiac ever built.

You can see that it is more beautiful. A few minutes' wheel will reveal its new brilliance in performance—the years will prove that even Pontiac's traditional durability has been enhanced. Truly, it is a fine car made *finer!* And, climaxing this great series of improvements, Pontiac now offers General Motors Hydra-Matic Drive.

PONTIAC MOTOR DIVISION of GENERAL MOTORS

Copyrighted material

AC... An automobile show all by itself!



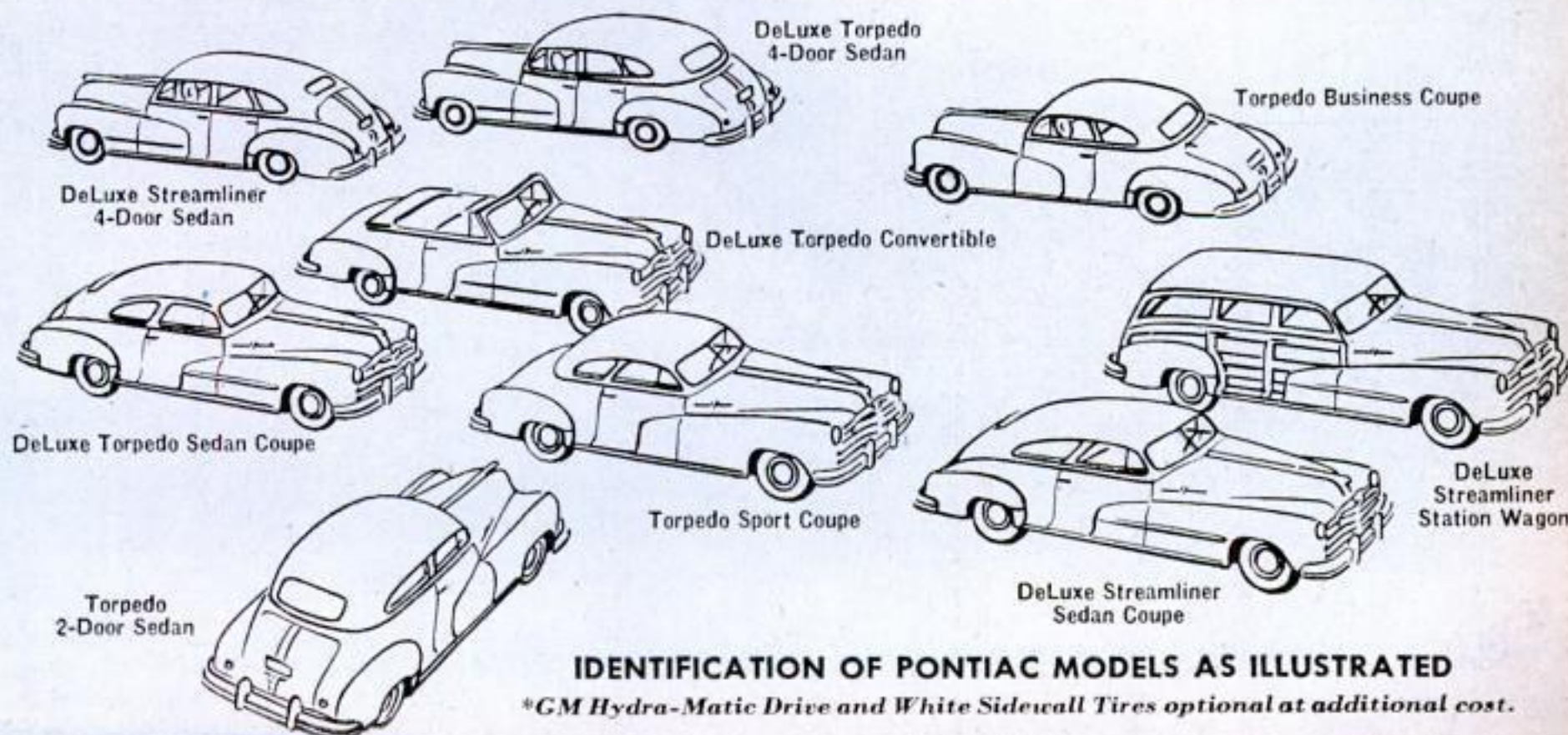
ve optional* on all models

the
And
end-
even
ents,
98 88

optional on all fifteen models. Never before has this engineering masterpiece been made available in a car priced so low. So for every reason—from economy to luxury—you should own a Pontiac.

HELP AMERICA PRODUCE FOR PEACE
TURN IN YOUR SCRAP IRON AND STEEL

MOTORS CORPORATION





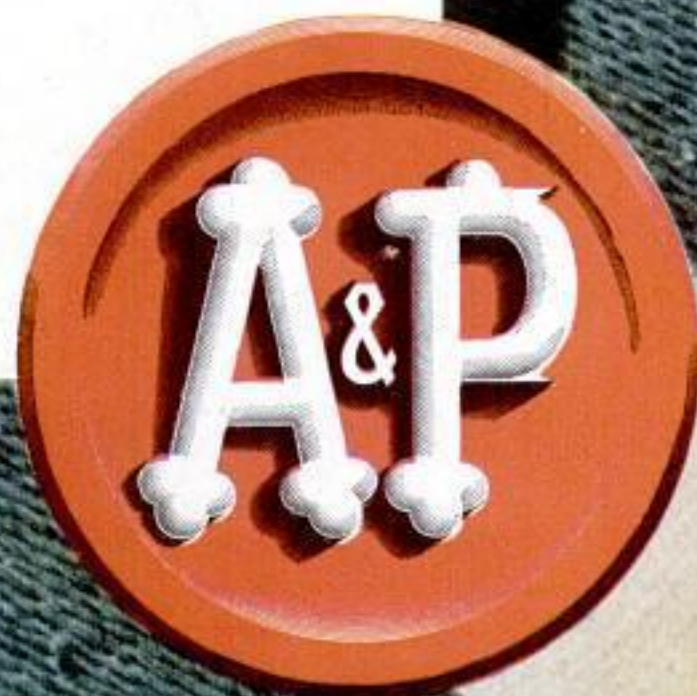
First Pick

There are more than 10,000 brands of coffee on the American market, but A&P Coffee is the nation's favorite by millions of pounds. Isn't that pretty good evidence that it tastes better? You see, A&P Coffee is kept in the roaster-fresh bean till you buy, then Custom Ground for best results in your coffeemaker. There are three superb blends—mild, medium or strong. Try A&P Coffee. Your family will say—"You sure know how to pick 'em!"

A&P COFFEE
AT ALL A&P FOOD STORES



*America's most popular coffee
—none finer in any package
at any price!*





IN "AND DADDY WAS A FIREMAN" WEIDMAN (LEFT) IS FIREMAN AND PETER HAMILTON (ABOVE) IS FIRE DANCING OVER A VICTIM

FABLES IN DANCE

His father's career and Thurber's impressionable animals give Charles Weidman his themes

The first time they sit through a performance of a new modern dance, initiates watch tensely, trying to figure out what is going on. If they can spot Freudian significance in the Greek chorus or repressed desire in the tortured twist of a dancer's arm, they go home triumphant. If they can't, they worry about themselves.

This week when Charles Weidman's most re-

cent dance series opens on Broadway, dance lovers will be able to sit back and relax. Weidman, who is one of the foremost choreographer-dancers in the U.S., decided long ago that modern dancing should be straightforward and unpatronizing and as entertaining as theater. His themes are familiar and American. *And Daddy was a Fireman* (above) is a fanciful biography of his father, who was a fire

chief in Lincoln, Neb. His newest dance is called *James Thurber's Fables for Our Time*, based on Thurber's illustrated stories about impressionable birds, animals and people, which first appeared in *The New Yorker* and later in a book, *Fables for Our Time* (Harper & Brothers). While Weidman's troupe dance their parts, a narrator reads the fables, which are paraphrased on the following pages.

AMERICA'S FINEST HOUSEHOLD OIL



NOW! SENSATIONALLY IMPROVED



NEW DISCOVERIES have now made possible a 3-IN-ONE Oil that's *better* than ever! New anti-sludge ingredients, new rust-inhibiting agents, greater penetrating power and balanced viscosity make regular 3-IN-ONE the *ideal* lubricant around the home, office, workshop, garage. For locks, hinges, bicycles, sewing machines . . . for electric motors on household appliances . . . for typewriters and other office machines. There's a daily need for 3-IN-ONE Oil. Buy a can today!

For guns, tools, workshop and farm equipment, USE 3-IN-ONE HEAVY BODY OIL!

3-IN-ONE Heavy Body Oil is a special blend for the prevention of rust and tarnish. It lubricates, is non-sludging and will not run off. Ideal for guns, lawn mowers, swings . . . for auto springs, hinges, tools, workshop equipment and farm machines.

BUY BOTH TODAY . . .

Regular 3-IN-ONE and 3-IN-ONE Heavy Body Oil



FABLES CONTINUED



OWL AND SECRETARY BIRD (right) have a conversation. She holds two fingers up to Weidman, who sits on perch (left). Narrator (rear) does the talking.

THE OWL WHO WAS GOD



© 1925 JAMES THURBER, FROM THE NEW YORKER

"Once upon a starless midnight there was an owl who sat on the branch of an oak tree," begins the narrator as dancers start to enact Thurber's fable, *The Owl Who Was God*. The owl (drawn at left by Thurber) acquired a great reputation for wisdom because he could see in the dark. A skeptical secretary bird decided to test him. "How many claws am I holding up?" she asks. "Two," says the owl. "Can you give me another expression for 'namely'?" asks the secretary bird. "To wit," says the owl. "Why does a lover call on his love?" "To woo," says the owl, exhausting his vocabulary. This display of wisdom caused great excitement in the animal world. "'He's God!' screamed a Plymouth Rock hen." All of them began to follow the owl around. The owl, who could not see in the daylight, finally led them out on the highway, where they were all run over by a truck. Thurber's moral: "You can fool too many of the people too much of the time."



OWL LEADS the birds and animals to their death. In the book Thurber had them run over by a truck. In his dance Weidman has them falling over a cliff.

CONTINUED ON PAGE 83



New! On all Van Heusen Shirts
Comfort Contour Collar
 Low-setting, smarter, neater!

WHO'S NEXT for this season's most refreshing collection of striped shirts? They're exclusive new patterns by Van Heusen with collar models to make any mug smarter, with Van Heusen's magic seamanship in every last detail:

1. Low-setting "Comfort Contour" collar styling.
2. Action-tailored shoulders, armholes, elbows.
3. Figure tapered fit.
4. Tug-proof pearl buttons.
5. Laboratory-tested, Sanforized fabrics.

A new shirt free if your Van Heusen shrinks out of size!

You never get the brush-off in a Van Heusen Shirt (from a gal, that is!) See your dealer today for shirts that are a tingling tonic to your whole wardrobe!

Van Heusen white shirts \$3.50—\$3.95—\$4.95

Van Heusen striped shirts, \$3.95—\$4.95

Van Heusen ties in smart solid colors, \$1.00 & \$1.50

Phillips-Jones Corp., New York 1, N. Y., Makers of
 Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts



**freshen-up
 in stripes!**



"freshen-up stripes" in

Van Heusen shirts



The Better-than-Ever

PARK & TILFORD RESERVE

*Park & Tilford's Greatest
Whiskey Achievement
Since 1840*

NOW even
RICHER
FINER-TASTING

than ever

*At NO increase
in Price*

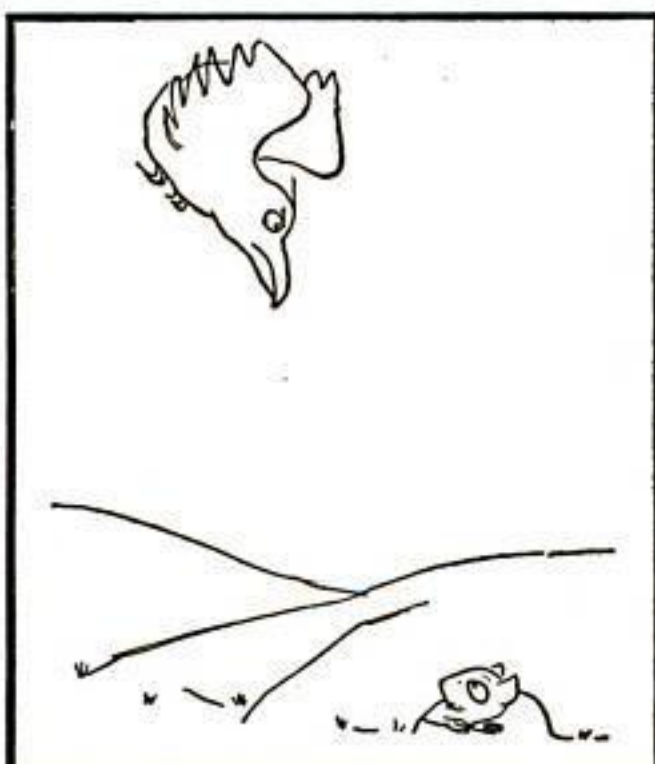


NOW MORE THAN EVER — *"The finest-tasting
whiskey of its type in America"* and
AMERICA'S BEST WHISKEY VALUE



TWO CHIPMUNKS argue in their hole. Wife (left) tells her husband that the shrike will get him because he is so helpless. But he sits and arranges nuts.

SHRIKE AND CHIPMUNKS



© 1939 JAMES THURBER, FROM THE NEW YORKER

This is about a chipmunk who liked to arrange nuts in artistic patterns. His wife, who wanted him to go out and collect more nuts, left him. To the disgust of a shrike, who was waiting outside to catch him, the chipmunk slept all day. Laundry cluttered his hole so the shrike could not get in. The wife came back and made her husband go for a walk and the shrike killed them both. Thurber's moral: "Early to rise and early to bed makes a male healthy and wealthy and dead."



FEARFUL SHRIKE dives on the two chipmunks, caught out in broad daylight just because wife insisted on going for a walk. In dance he kills wife first.

CONTINUED ON NEXT PAGE



SPECIALISTS IN BEAUTY SAY:

Pure Castile is the best Shampoo

Don't scour your hair with soapless synthetics! Use pure Conti Castile—America's largest-selling Castile Shampoo.

Laboratory Tests

prove that Conti...

Rinses Quickly

Sets Better

Holds Waves Longer

Has Less Tendency to "Fly"

Why trust your hair to any other shampoo when Conti cleanses so gently, so economically, so safely? Buy a bottle of Conti Castile, made only with 100% pure castile and pure olive oil, at any drug, department or variety store.

*Conti Never Dries Out
The Hair or Scalp*

Conti
Castile



THE QUALITY SHAMPOO

*He's on the beam
...he's got P.A.**



means Pipe Appeal

A man who smokes a pipe is "on the beam" with her! And when his pipe is packed with Prince Albert, a man is headed for smoking joy and comfort.

means Prince Albert

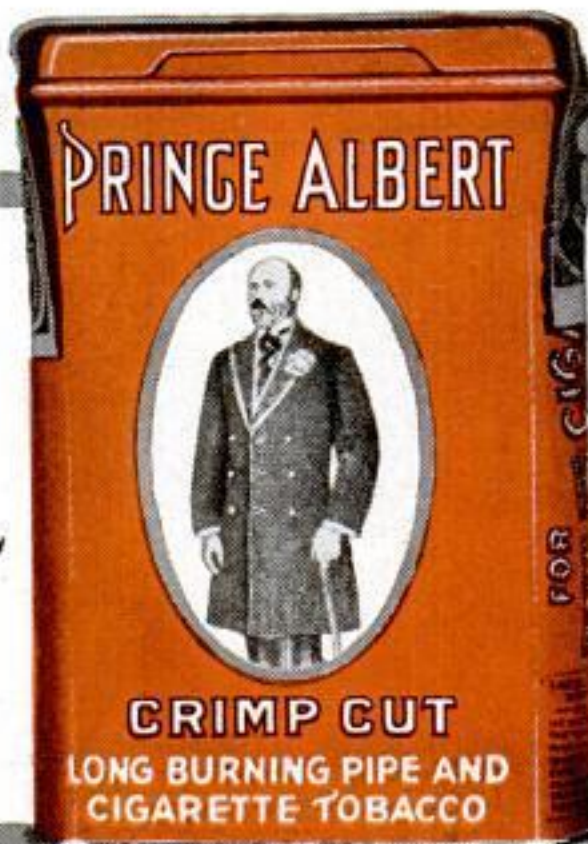
● When you put Prince Albert Smoking Tobacco in your pipe, you've got a rich-tasting smoke that's mild — and easy on the tongue. P.A.'s choice crimp cut tobacco is specially treated to insure against tongue bite. Try P.A.—and you'll understand why it's America's largest-selling smoking tobacco!



R. J. Reynolds Tobacco Company
Winston-Salem, North Carolina

*"PRINCE ALBERT'S
CRIMP CUT MAKES
IT EASY TO ROLL
NEAT, FULL-
PACKED
CIGARETTES!"*

**THE NATIONAL
JOY SMOKE**



FABLES CONTINUED



UNFRIENDLY WIFE gnashes her teeth when husband tells her that unicorn eating flowers in garden "has a golden horn in the middle of its forehead."

UNICORN IN THE GARDEN



©1939 JAMES THURBER, FROM THE NEW YORKER

In the fable of *The Unicorn in the Garden* Thurber tells of a man who looked out his window and saw a unicorn, white with a gold horn, eating roses in the garden. He told his wife and she answered, "The unicorn is a mythical beast." So he went out and fed the unicorn a lily. His wife said, "You are a booby, and I am going to have you put in the booby-hatch." Thurber goes on, "The man, who had never liked the words 'booby' and 'booby-hatch,' and who liked them even less on a shining morning when

there was a unicorn in the garden, thought for a moment. 'We'll see about that,' he said." When his wife told a psychiatrist and a policeman about her husband and the unicorn, they asked her husband if he'd told her he'd seen a unicorn. "Of course not," said the husband, "the unicorn is a mythical beast." So they took the wife to an institution. Thurber's moral: "Don't count your boobies until they are hatched."



FURIOUS WIFE is carried to an institution by policeman and psychiatrist who say she is "crazy as a jay bird." Then husband "lived happily ever after."



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



WORDS CAN'T WHIZZ AWAY WHISKERS

Getting too much talk, not enough facts? Schick says—find out for yourself. Try a Schick Electric Shaver for 10 days. Either it proves to be the finest shaving you ever pleased your face with—or you get your money back!

Let's leave the promises where you read them. We don't believe in throwing words alone at you.

We don't believe in shouting about our 18 years of working out the finest shaving instrument ever. Or in making claims—and nothing more—for the Schick Super.

For we do believe that any shaving instrument has to *prove* itself on your face.

So we'll let others talk. We simply say: *Try a Schick Super for 10 days.*

FOR COMPLETE CONVENIENCE—THE SCHICK SHAVEREST

Handy automatic wall-holder, handsome in any bathroom. Fits any Schick ever built (Colonel shown here). Holds it safe, finger-tip handy next to mirror. Stops current automatically. Zips \$7.95* up the cord.



Shaverest—
Trademark Schick Inc.

Find out how those heads can whisk away whiskers. See how blissfully bother-free shaving can be. How easily you can mow your whiskers down, even with your necktie tied.

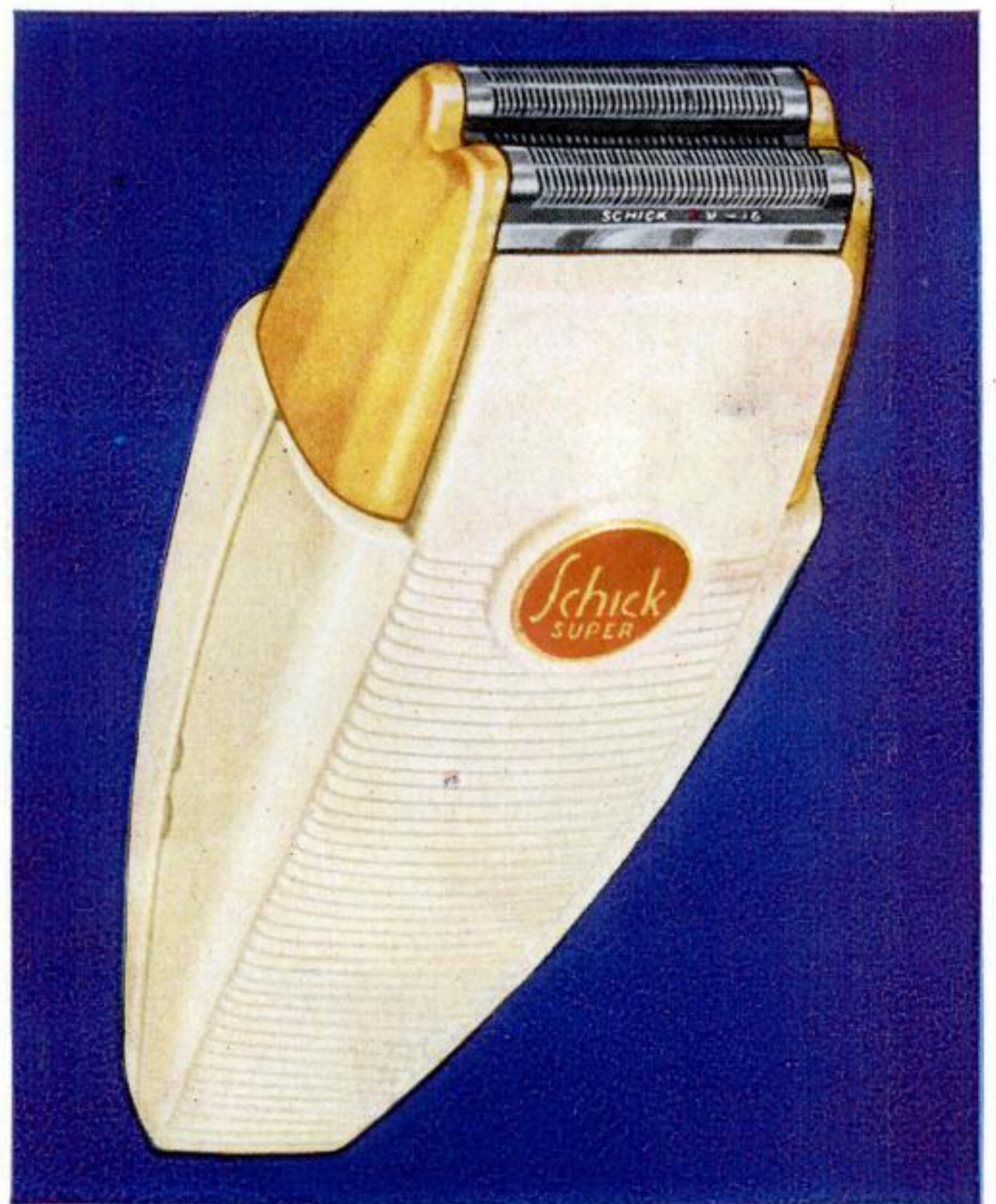
Shave with that Schick for 10 full days, under any conditions.

And then—

If you don't want to keep shaving with Schick for the rest of your life—if you don't think it tops every way of shaving—return your Schick and get every penny back!

You've nothing to lose. You've a lot of swell shaving to gain. Get yourself quick to the store that sells Schick!

SCHICK INCORPORATED, STAMFORD, CONN.



10-DAY TRIAL BUY—Here's the Schick Super we're talking about. Tidy, neat, compact, with two close-cropping, non-nicking, fast-working heads that give you double shaving action on every stroke. Complete in handsome traveling case, ready to plug into any socket, AC or DC, at \$18.00.* Buy one—try it for 10 days—and if it's not the finest way to shave you ever found, *return it and get your money back in full.* Or—trial-buy the famous Schick Colonel for only \$15.00.*

*Slightly higher in Canada

SCHICK *Electric* **SHAVES**
and **SHAVES**



MME. FATH RECLINES AMONG HER MANY ACCESSORIES WEARING A POLKA-DOT SCARF THAT MATCHES A PAIR OF SHOES (CENTER) AND A HAT (BOTTOM RIGHT)

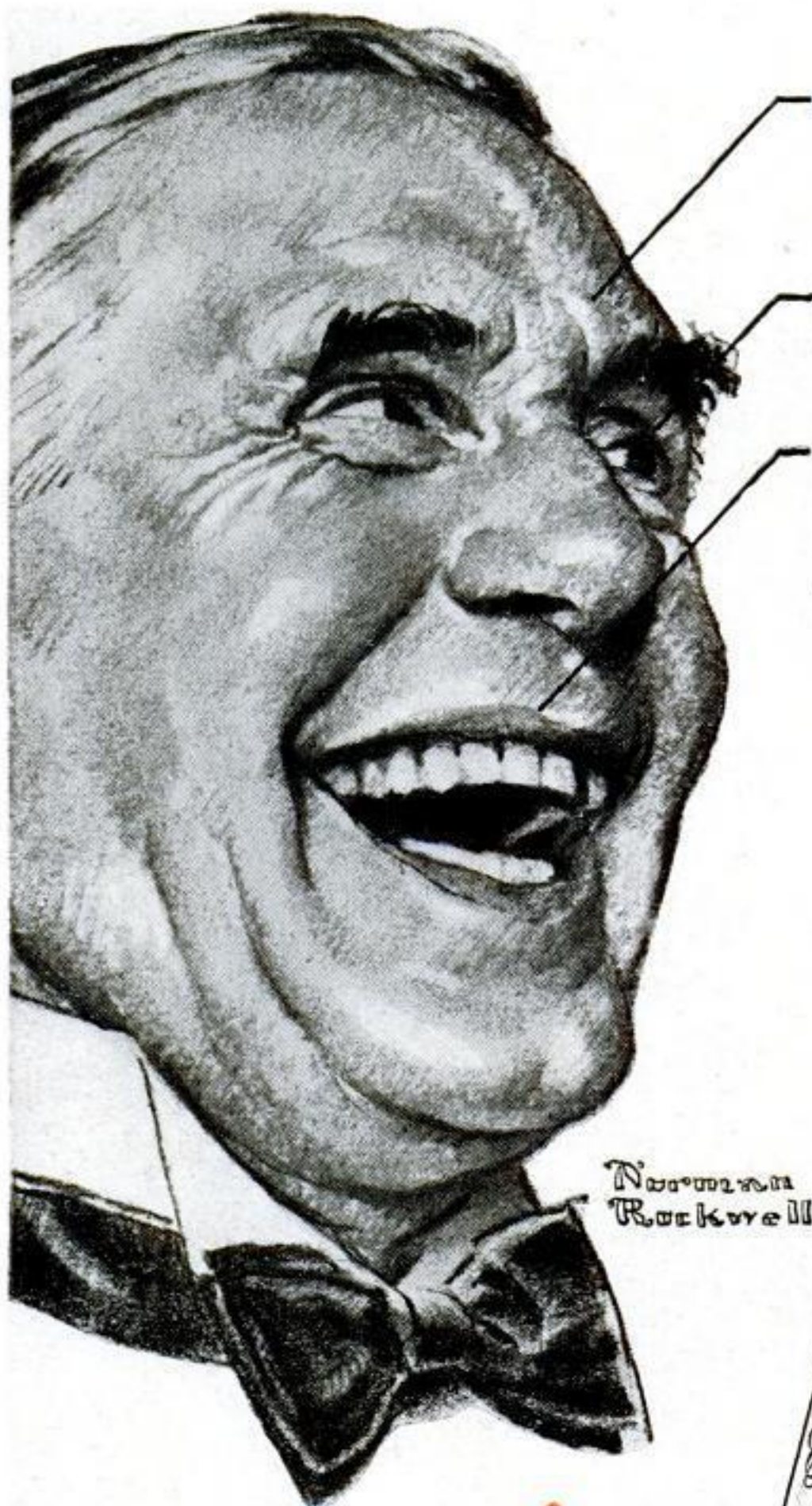
MME. JACQUES FATH

Designer's wife is touring U.S.
with a \$12,000 Paris wardrobe

Pretty Geneviève Fath, wife of Jacques Fath, a top Paris clothes designer, is her husband's favorite model. Currently touring the U.S., Fath has brought Geneviève along as a walking show window for his handiwork. For their five-week stay Fath designed a \$12,000 wardrobe for his wife. Consisting of 35 costumes ranging from sleek wool suits to blouse-and-skirt outfits for afternoon and elaborate décolleté evening dresses, it fills 12 large trunks. To go with these suits and dresses

Mme. Fath has 17 hats, 16 pairs of shoes, 10 handbags, four umbrellas and other accessories (above). For her full but good figure Fath fashioned a natural shoulder without pads, a pinched-in waist and a rounded hip for which she, happily, needs no padding. At receptions in seven U.S. cities both Mme. Fath and her clothes have been enthusiastically received. So, also, was her husband's comment that many American women do not show off their figures enough and wear their skirts too long.

*Does your face say
"I love life"?*



FOREHEAD: A love of good things is written in the expressive lines of this jutting forehead!

EYES: Bushy browed, deep-set, they twinkle with the joy of living!

LIPS: Long, thin, their satisfied curve seems to say, "I'll never grow tired of living—or of that 'Double-Rich' Cream of Kentucky!"



Here's great living...

"DOUBLE RICH"

Cream of Kentucky

With that "Double-Rich" Kentucky Taste

A Schenley
Mark of Merit Whiskey



Blended Whiskey. 86 Proof. 70%
Grain Neutral Spirits. Copr. 1948,
Schenley Distillers Corp., N. Y. C.

Mme. Jacques Fath **CONTINUED**

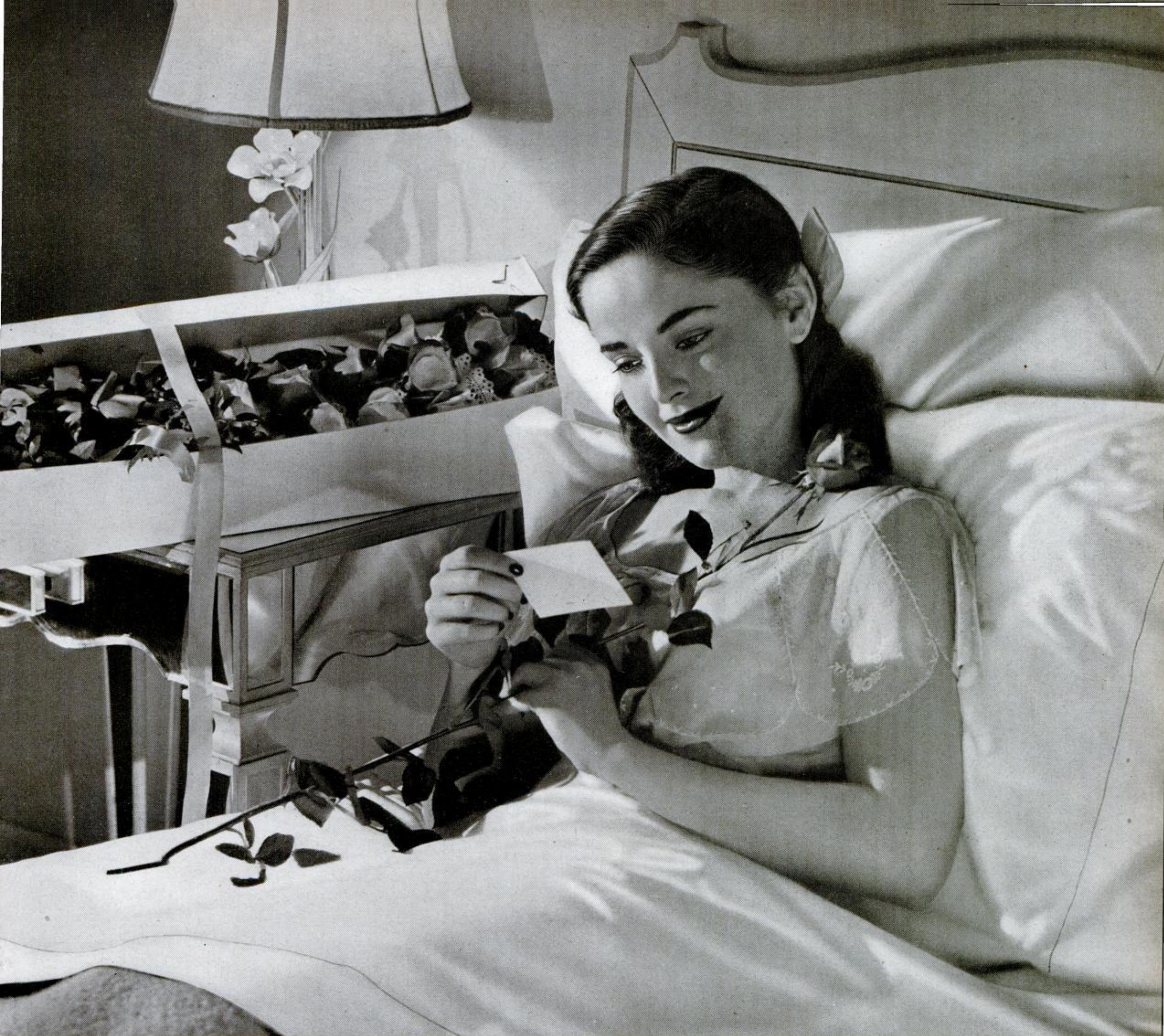


BLACK WOOL CAPE DRESS has a calf-length, slim skirt which is Fath's rule for street wear. Severe lines are relieved by a piqué scarf and flowered hat.



BLUE WOOL DRESS has a matching cape lined with checked wool, edged with nutria. Geneviève prefers furs or separate capes like this to a bulky coat.

CONTINUED ON PAGE 90



On a twenty-first birthday...



On this most exciting birthday of them all, every woman finds herself planning the years ahead . . . And what could be a lovelier symbol of the way one wants to live than the exquisite smoothness of your Pepperell Sheets? There's such practical luxury in the lustrous fineness of their texture—in the firmness of sturdy cotton yarns, loomed for utmost wearability. Yes, for true value in beautifully loomed percale or muslin sheets—at whatever price you

want to pay—always ask for *Pepperell Sheets*. White and flattering "personality colors"!

☆

KNOW WHAT YOU'RE BUYING before you buy! Read quality information—full details of thread count, texture, tensile strength, fine-stitched hems, Tapered Tape Selvages, "Tell-mark" Tabs—on Pepperell's Buy-Guide boxes! Pepperell Manufacturing Company, Boston, Massachusetts.

PEPPERELL Sheets

LADY PEPPERELL
DUCHESS COUNTESS
ABBOTSFORD



and Blankets

Mansfield THONGS



... This is it!
Style inspiration for
the young and the young
in heart. Rugged soles and
plump leathers thonged with
hefty saddle lacing—a hand-
some, stout-hearted Mansfield.

Mansfields start at \$9.50
Boys' THONGS, too!
(sizes 1-6) \$6.95

Mansfield THONGS

Mansfield Shoes, Whitman, Massachusetts

Mme. Jacques Fath CONTINUED



LUSH EVENING DRESS of ivory satin has boned bodice, intricate bustle. These gowns are vital to her wardrobe at home, where she is a renowned hostess.



SIMPLE DAYTIME DRESS of checked gingham with piqué trim was designed for California weather. Husband Jacques eyes his dress speculatively.



This bronze shield is proudly displayed by more than 4000 fine jewelers, coast to coast

In fine gold filled cases—\$39.75 to \$59.50

(with bracelets, slightly higher)

In cases of 14K gold—\$59.50 to \$71.50

Illustrated: A—"Leona", bracelet, \$69.50;

B—"deLuxe Roy", \$71.50; C—"Chairman", \$43.75;

D—"Queen", \$69.50.

Prices include Federal tax

Wittnauer

Distinguished companion watch to the honored Longines

A hundred and one superiorities of construction and finish are in-built into Wittnauer watches by Longines-Wittnauer, famous for fine watchmaking since 1866. The Wittnauer watches now at your jeweler's are outstanding for beauty, accuracy, long life and exceptional value.

For style folder on Wittnauer watches, write Longines-Wittnauer Watch Co., Inc., 580 5th Ave., N. Y. 19

A Longines-Wittnauer Product



A RIDER DOES UNREHEARSED ACROBATICS (ABOVE) WHEN HIS MOTORCYCLE UPSETS DURING THE 100-MILE RACE FOR AMATEURS AT DAYTONA BEACH, FLA. HE



MENACING TRACK ATTENDANTS, A CONTESTANT SKIDS TO EDGE OF THE BEACH COURSE

RECKLESS MOTORCYCLISTS

The Daytona races end with 2 dead, 30 injured

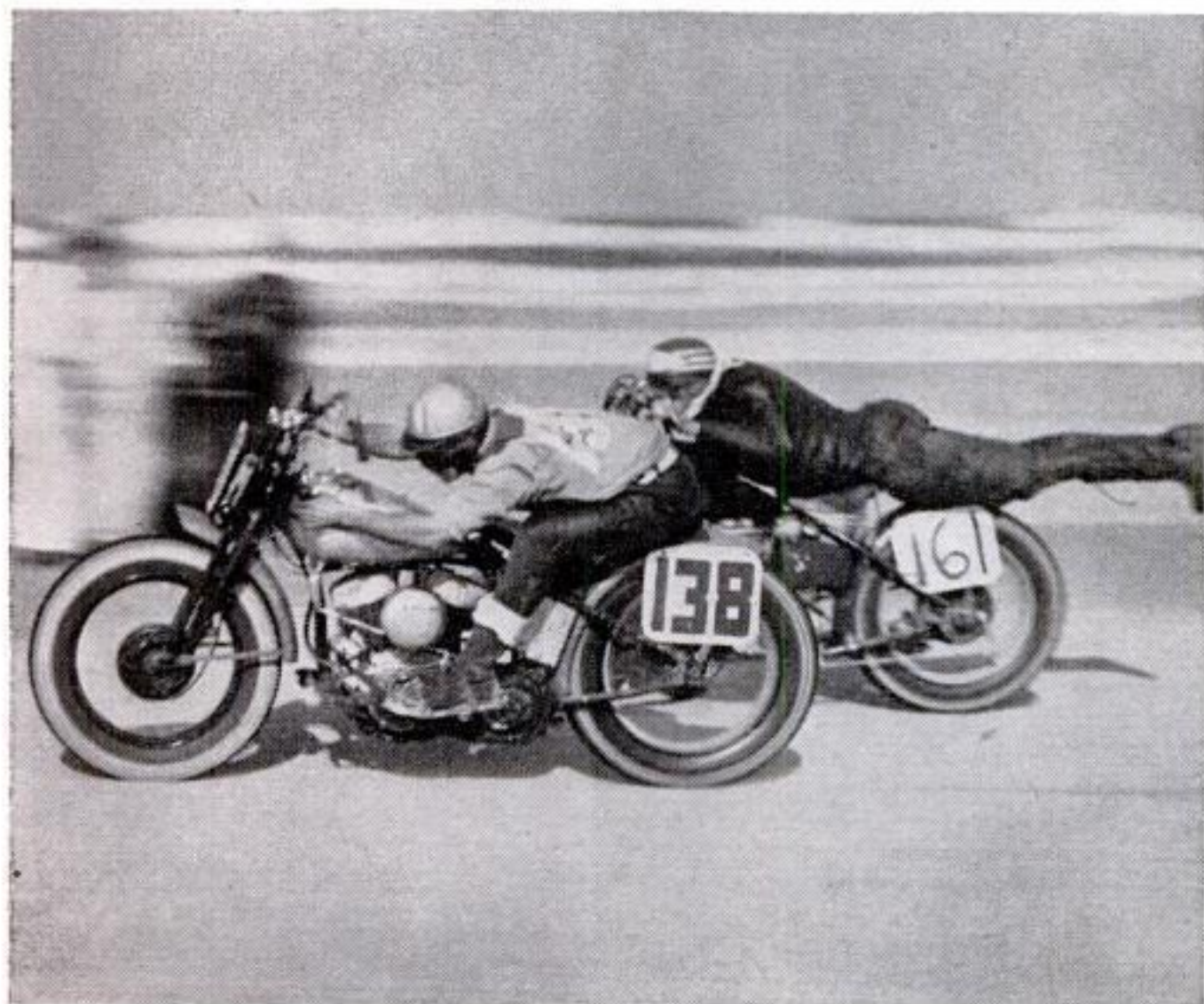
For four days last month the resort city of Daytona Beach, Fla. could hardly have been noisier—or in more danger—if it had been under bombardment. The racket and the casualties were generated by the 12th annual national championship motorcycle races, which attracted 375 helmeted daredevils and plenty of nonracing hell-raisers. When the backfiring subsided, two people were dead and 30 injured.

Roaring recklessly around the 4.1-mile beach-and-macadam track, the cyclists attained speeds of 110 mph, skidded perilously on turns and took terrifying spills (*above*). One spectator was killed when a riderless motorcycle hurtled into the crowd. Another death resulted when two nonracing cyclists collided on a roped-off street.

Because the antics of an unruly minority reflect on the dignity of motorcycling, the American Motorcycle Association may hire special police at future races. One duty will be to restrain sophomore cyclists who amused themselves this year by tossing firecrackers into the crowd.



RECOVERED HIS EQUILIBRIUM AND HIS MOTORCYCLE TO RIDE AGAIN



NORMAN TELEFORD (NO. 161) STREAMLINES HIMSELF BY RIDING FLAT

CONTINUED ON NEXT PAGE

"Really!...

**Why doesn't someone
pass the TUMS?"**



**The more delicious the food, the more
you may need TUMS!**

It's so easy . . . so natural . . . so *right* to slip one or two Tums in your mouth at the first hint of acid indigestion. That's why most thoughtful hostesses serve Tums like after-dinner mints. One or two Tums almost instantly neutralize annoying excess acid—relieve gas and heartburn. Yet there's no soda in Tums. No harsh alkali. Nothing to *overalkalize* your stomach, so no acid rebound. No mixing or stirring with Tums, either—take them just like candy mints! Get genuine *Tums for the tummy* today. All drugstores—10c handy roll, 3-roll package 25c.

✓ Try one or two Tums after breakfast.
See if you don't feel better!

Night and day, at
home or away,
always carry
'TUMS'

QUICK RELIEF FOR ACID INDIGESTION



TUMS ARE ANTACID—not a laxative. For a laxative, use mild, dependable, all-vegetable **NR** Tablets (Nature's Remedy). Get a 25c box today.

*Why Katherine Keyes
does her Wash with Ease*

The
HOTTER
the Water...

...the
WHITER
the Wash

Straight from a laundry research laboratory comes this fact: *The hotter the water, the whiter the wash.*

And now you can get hotter water! Get it faster, cleaner, cheaper, too. Because now you can get a Ruud, the Gas water heater with the Monel* tank and the new Ruud Temperature Dial.

Designed to keep pace with today's automatic washers, Ruud water heaters bring you all the hot water you want, hot as you want it. Ask your Gas Company, Plumber or Dealer to show you Ruud-Monel. 99.1% of owners say they'd recommend it to their friends. Write for free literature.

1. Get HOTTER water! With Ruud's new Temperature Dial, you just dial the temperature you need—up or down!

2. Get it FASTER! Ruud heats with Gas—any type, including LP-gas. That means quick heating, no waiting!



3. Get it CLEANER! Ruud's tank is solid Monel. It can't rust, even at high temperatures... always sends you hot water that's sparkling-clean!

4. Get it CHEAPER! Ruud's thrift-design saves you money. So does Gas, the economy fuel. So does your long-lasting Monel tank. Pocket your savings year after year!

ALL THE HOT WATER YOU CAN USE! Ample supplies for every household use, all around the clock, every day in the year. And you'll have it—when you want it—with RUUD-MONEL!

**NOW
you
CAN**

Get a
RUUD

GAS
Water
Heater

with a
Rustproof
MONEL
Tank

RUUD MANUFACTURING COMPANY, Pittsburgh 1, Pa.

*Reg. U. S. Pat. Off.
Int'l Nickel Co.

Reckless Motorcyclists CONTINUED

A SPILLED RIDER COMES BACK



SPILL BEGINS when Putt Mossman gets into trouble (top picture) in the soft sand at Daytona Beach. He careens down embankment and is hurled from bike but manages to get back on track and continue riding (bottom picture). Mishap took place in 200-mile race for expert riders, in which 155 motorcycles started, only 45 finished. Winning rider, Joseph Emde, averaged 84 mph, got \$2,000.



Copyright, American Bakers Association, 1948, Chicago
AD-41-8 (M2)

HANDLE WITH CARE

...and you'll be double-lucky
every time you eat!

Here's why you're lucky *once*! Delicious bakery foods supply many essential food elements themselves; combine wonderfully well with other foods. That's because they're made with such nourishing ingredients as flour, milk, eggs, sugar and shortening.

(Yes, all those things that look so good and taste so good are mighty good for you, too!)

Here's why you're lucky *again*! Penny for penny,

enriched bread, for instance, gives you more protein *plus* food energy *plus* thiamine *plus* iron than any other food you eat three times a day.

(That makes enriched bread—the bakery food you eat the most of—the best food value you can buy!)

So, even though you *handle food with care*, while the world's food shortage lasts, you still are *double-lucky* when you buy bakery foods and you gain

more *leisure time*—time *out* of the kitchen—when your baker does your baking *for* you. Remember, he has the most modern facilities, the most complete equipment. That's why the wheat that goes into *flour* goes *further* when experienced bakers turn it into food—good food, *bread*.

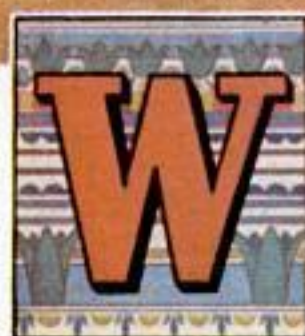
When you buy a fresh loaf of bread, be sure to *eat every crumb*. If any is left over use it as fillings for fish and poultry, to stretch meats, as croutons for soups, in puddings for dessert.

*It takes something that a baker makes
to make a meal complete...*

COMPLETELY SATISFYING!
COMPLETELY NOURISHING!



THE BAKERS OF AMERICA
... who do your baking for you with the same high-quality ingredients you would use; bake fresh daily with the same care you would take.



ONDER OF THE WORLD !

RIGHT! In the world of whiskey, there's nothing more wonderful—nothing more flavorful—than the superb pre-war quality of Seagram's 7 Crown . . . Seagram's finest American whiskey.

Say Seagram's and be Sure... of Pre-War Quality

SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK



SCHOOLGIRLS CAMPAIGNED TO KEEP FILMS IN SIOUX CENTER

IOWA MOVIE BATTLE

Led by clergy, devout Sioux Center votes for "no more films" but ban is reversed

Like all the other clergymen in the quiet little Dutch farming community of Sioux Center, Iowa (pop. 2,000—churches, seven), the Reverend B. J. Haan (*right*) considers movies sinful and Hollywood "a hindrance to the Kingdom of God and an enemy of Christ." Last week, according to these lights, Satan won a thumping victory in Sioux Center. The town council, after watching a five-month campaign to close it, voted to let Sioux Center's only movie house remain open.

But since last December the movie issue had split the town. The antimovie faction said films induced immorality, created an atmosphere foreign to the church. The promovie group pointed out that they were devout churchgoers too (fewer than 50 townspeople are not), said it was better to have movies at home than send local teen-agers (*above*) 20 miles to see them elsewhere. A bitter campaign was fought in press (*next page*) and pulpit. Finally in January the town turned out for a referendum. Results: antimovie, 488; promovie, 427. Before the theater's license expired, however, a new town council had been elected. Its five members voted four to one to ignore the plebiscite and renewed the license for one year.



THEATER, run by the American Legion, is in little-used town hall. Thus, clergymen complained, movies seemed community-sponsored.



REVEREND B. J. HAAN, a hellfire-and-brimstone preacher, does not claim to have seen any

movies but says he knows all about them. He approves light drinking, smokes, plays golf himself.

EVERY BABY
IS A "LUXURY BABY" IN THE NEW

Thayer

"VANITY FAIR" FOLDING COACH

Who has a better right to vanity than the mother of a lovely baby? The gleaming new THAYER "Vanity Fair" is a baby carriage designed for the pride of smart young mothers...as well as the safety and super-comfort of baby. It's a luxury coach at *less* than luxury prices. All the famous Thayer features, of course... shock-proof, sway-proof chassis, rich upholstery, aluminum push handles adjustable to mother's height, safety brakes, self-oiling, squeak-proof wheel bearings, *plus* chrome-plated chassis and big semi-pneumatic white tires.



A Thayer Folding Coach *saves money* and saves space in a small home or apartment, because it may be used as a bassinet, simply by removing the hood and folding down the handle. See the new Thayer Coaches at your favorite store in your choice of lovely colors. Or send 10¢ for your copy of "PRIMER FOR PARENTS", Thayer's gay guide to baby care. Address Thayer, Inc., Dept. LM3, Gardner, Mass. (In Canada, address Bruce Stauffer & Co., Ltd., Montreal, 25).

THERE'S A FAMOUS **Thayer** FOLDING COACH
AT A PRICE FOR EVERY BUDGET



Carriages • Strollers • Toddlers • Hi-Chairs • Cribs • Training Seats • Pres-toe-Pens

Thayer MEANS THE FINEST IN JUVENILE PRODUCTS

Iowa Movie Battle CONTINUED

**Sin
Needs
No
Encouragement**

VOTE NO!

**The Honor
of God
Demands it - -**

VOTE NO!

ANTIMOVIE ADS clearly labeling movies as instruments of the devil appeared throughout the weekly *Sioux Center News* right before last January's plebiscite. All of them were inserted by special ministers' committee (p. 100).



MAIN STREET in Sioux Center is almost deserted on a Sunday, when no place of business, not even the movie theater, is open. Nearly everybody in town attends two 90-minute church services. LIFE's photographer was sharply

THE SIOUX CENTER NEWS

THURSDAY, JANUARY 1, 1936

One More Community Project

Our local post of the American Legion has in its possession several citations and trophies for Community Service.

Our most recent Community enterprise has been the sponsoring of Motion Pictures in Sioux Center.

During the summer months the Civic Club promoted and showed motion pictures in our municipal park. The large attendance there demonstrated to us the need for a year round showing. At present we are renting the town hall, but before a great while we expect to build a substantial building which will be a fine addition to our town. We thank the people of this community for their enthusiastic patronage and warm approval of our carefully selected films.

We also wish to acknowledge the thanks of a great number of parents who expressed their appreciation to us for providing carefully supervised entertainment locally.

But now some folks want to take away our license to operate. They have asked for a vote. The date is January 6th. We wish they had been here all their lives like we have, instead of just a little while. We wish they had been with us when we went to war. They would understand us better — they would know that we love our community and have only its good at heart.

We know that some spiritual leaders here who oppose us are lenient and liberal as to their own habits, but some of our boys and girls are too young to take up smoking and drinking just yet. God give us strength to offset the example they are setting for the youngsters of this community.

We are asking the people of this town to support us with our project of nice pictures for nice people.

Please Vote ☒ YES

PROMOVIE ADS played on Sioux Center's strong community spirit. Nearly all its residents are of Dutch extraction, say "ja" instead of "yes," distrust outsiders. Churches are the only social subdivisions—no lodges, clubs, Rotary.

A PLEA OF 450 FARMERS

To The Voters of Sioux Center
We The Farmers Can Not Vote....

BUT WE ARE DEFINITELY INTERESTED IN THE ISSUE CONFRONTING THE TOWN PEOPLE NEXT TUESDAY!

WE, THE UNDERSIGNED, CONSIDER SIOUX CENTER TO BE OUR HOME TOWN AS WELL AS YOURS. SIOUX CENTER IS OUR HOME AND THE HOME OF OUR CHILDREN AS FAR AS CHURCH, BUSINESS, FRIENDS, AND MANY SOCIAL ACTIVITIES ARE CONCERNED. WHAT HAPPENS IN THE TOWN DEFINITELY INFLUENCES US AND OUR CHILDREN.

WE ARE OPPOSED TO MARRING THE CITY OF SIOUX CENTER WITH A THEATER WHICH AS SATAN'S TOOL WE BELIEVE TO BE A SPIRITUAL AND MORAL DETRIMENT TO OUR PEOPLE

THEREFORE WE STRONGLY URGE UPON ALL OUR FRIENDS IN SIOUX CENTER AND ESPECIALLY THE BUSINESS MEN WHOM WE CONSIDER OUR FRIENDS TO GO OUT TO THE POLLS AND VOTE

NEXT TUESDAY

No X

The above petition was signed by the following farmers:

Gilbert Van Beek Mrs. Gilbert Van Beek Mrs. L. Rens Mrs. Ray E. Rens Fertl B. Franken Mrs. Everett B. Franken Clarence Mai Mrs. Clarence Mai Mrs. De Koe	Henry Cleveringa Walter Struik Jacob Bergman Clarence A. Klein Sam F. Schol Gerrit De Zeeuw Jr. Clarence J. Cleveringa Arthur Klein	Gerrit J. Rens Mrs. Gerrit J. Rens Ed. Roelboom Mrs. Ed. Roelboom John Hoogland Mrs. John Hoogland Pier J. Hoogland Alfred J. Hoogland	Pete Visser Mrs. Pete Visser John Ryl Mrs. John Ryl L. A. Klein Mrs. L. A. Klein Dick Franken Frank Franken	Gerrit Vande Kamp Jr. Mrs. Gerrit Vande Kamp Jr. J. A. A. A. A. Lila Nieuwen Mrs. Zevenbergen Mrs. Wm. Zevenbergen Marion A. Zevenbergen Vishen Vermeer	Harry Colenbrander Mrs. Harry Colenbrander Jans B. Van Voort Mrs. Jans B. Van Voort Mrs. Braasch Mrs. Braasch Mrs. Braasch Mrs. Braasch Mrs. Braasch
--	--	---	--	--	--

ANTIMOVIE PRESSURE from nearby farmers was put on local businessmen whom they patronize. The promovie forces accused clergymen of routing out habitual nonvoters like old people and invalids in order to swing the vote.



criticized for taking this picture on Sabbath day. Some yelled angrily, "Don't you know that it's Sunday?" At left in the picture is Doc's, Sioux Center's only bar. It closes before midnight and nothing stronger than beer is sold.

PLEASE BE FAIR WITH US AND BE HONEST WITH YOURSELF--VOTE YES

Dear Sioux Center Voter:

Next Tuesday afternoon you are asked to make an important decision for your friends in the American Legion. We do not have a great deal of money or a great deal of time and opportunity to get our message to you. We will not have expert speakers to sway your judgment. May we therefore have your attention and fair judgment in this

hold ourselves responsible, and earnestly solicit your active support next Tuesday. Vote as early in the afternoon as you can.

This is being settled the American way—Tuesday afternoon you can make your choice.

PLEASE BE FAIR WITH US—VOTE "YES" (X)!

THE AMERICAN LEGION

OPEN LETTER from American Legion appealed to those who claimed theater would stimulate business, cut down on juvenile delinquency. There is little routine juvenile delinquency in Sioux Center, but a good many hasty weddings.

CONTINUED ON NEXT PAGE

STOP CORNS FAST!



NEVER WAIT! At the first sign of sore toes or tender spots from new or tight shoes, apply Dr. Scholl's Zino-pads. They instantly end painful shoe friction, lift pressure off the sensitive spot and stop corns *before* they can develop! But—if you have corns, callouses or bunions—these thin, soft, cushioning, protective pads give you quick, soothing relief.

SPEEDILY REMOVE CORNS, CALLOUSES

You'll marvel, too, how Dr. Scholl's Zino-pads speedily remove corns and callouses when used with the separate *Medications* included. No other method does all these things for you!

Zino-pads are entirely different in medication, design, shape, texture, vastly softer and more effective than anything you ever tried. Don't stick to stocking or come off in bath. At Drug, Shoe, Department Stores, Toiletry Counters.

Dr. Scholl's Zino-pads

4 SPECIAL SIZES AND SHAPES



Have You Any Other Common Foot Troubles?

There is a Dr. Scholl Relief for them. Sold everywhere.



TENDER FEET

Dr. Scholl's Foot Powder relieves tender, chafed, hot, perspiring feet. Eases new or tight shoes, helps prevent Athlete's Foot.



HOT, TIRED FEET

Dr. Scholl's Foot Balm relieves tired, aching, hot feet from fatigue. Very soothing, refreshing.



PAIN HERE?

Dr. Scholl's LuPad relieves pain, callouses, burning at ball of foot. Loops over forepart of foot. Feather-light, washable.



ATHLETE'S FOOT

Dr. Scholl's Solux relieves itching, kills fungi it contacts, aids healing of red, raw, cracked skin. (Liquid, Powder or Ointment).



FALLEN ARCHES

Dr. Scholl's Foot-Easer and exercise relieves tired, aching feet, rheumatic-like foot and leg pains, due to weak or fallen arches.

THERE ARE 40 **Dr. Scholl's** FOOT AIDS

Dry Clean it Yourself with **SUPER RENUZIT**

• YOU'LL DO IT
BETTER!

• YOU'LL
SAVE TIME
and MONEY!

Just "DIP
and RINSE"
WITH
AMERICA'S NO. 1
HOME DRY CLEANER

IT'S SAFE—
for home use!

- DRESSES • NECKTIES
- SWEATERS • SCARVES
- CURTAINS • DRAPERIES
- FABRIC GLOVES
- WORK CLOTHES
- SLIP COVERS • RUGS
- UPHOLSTERY

AT LEADING STORES
EVERYWHERE



\$1.19
only GAL.

Also 2 Gal. and
Quart Sizes.
(Slightly Higher
in Far West
and South)

RENUZIT SPOT & STAIN REMOVER
IT REALLY WORKS ON LIPSTICK • FRUIT STAINS
and other hard-to-remove spots
4 oz. 29¢ Sold Everywhere

RENUZIT HOME PRODUCTS CO. PHILA. 3, PA.

Iowa Movie Battle CONTINUED



MINISTERS' COMMITTEE to stop the theater-license renewal is headed by the Reverend B. J. Haan (second from left). All but one of town's ministers are Calvinists. The Dutch address their clergymen by the title "Dominie."



BAPTIST CHURCH is the poorest in this well-to-do Calvinist town. All the churches protested so much over a dance held last year that none has been held since. Note the many children. Families of 12 are common in Sioux Center.



SECRET SESSION of town council met with Mayor Maurice Anthony Te Paske (head of table) and renewed license. In spite of plebiscite the council felt that closing the theater would create more problems than it would solve.



First of the social graces

Household cleanliness is the first sign of the good home maker. That includes toilet bowls—which your friends expect will be odorless and fresh. Your best friend here is Sani-Flush—which keeps toilet bowls as clean as new. No stains or film after a Sani-Flush cleaning. No work—no other disinfecting needed.

Safe in all toilet systems—works in hard or soft water. At grocers' everywhere. Two sizes. The Hygienic Products Co., Canton 2, Ohio.

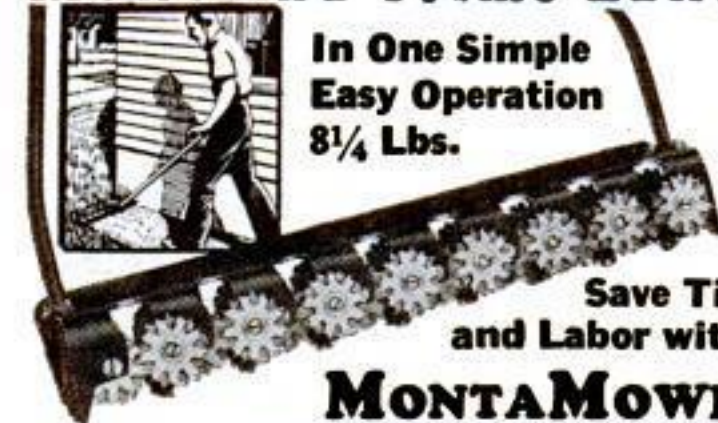
Sani-Flush

GET
TWO CANS
AT A TIME



26,000,000 Americans now read **LIFE** every week. This represents an increase of 15% over LIFE's previous weekly readership of 22,550,000.

Mows and Trims Lawns



New model. New type metal handle has special device to adjust cutting height. Drive shaft now mounted on free rolling, factory lubricated, sealed ball bearings. No tired backs or aching arms. 8 1/4 lbs. live precision made mechanism that first gathers, then cuts smoothly a clean 16" swath through grass, dandelions, spike grass, lawn weeds. No noise or clatter. As modern and efficient as your electric razor. Cuts right up to walls, fences, trees or posts; leaves no fringes to be trimmed by hand. Cutters self-sharpening. Built to last many years. Many thousands in use. Sold direct from factory for 26 years. Costs little. Write at once for trial on your own lawn "approval offer," guarantee information and literature.

MONTAMOWER DISTRIBUTING CO.

801 Keeler Bldg.

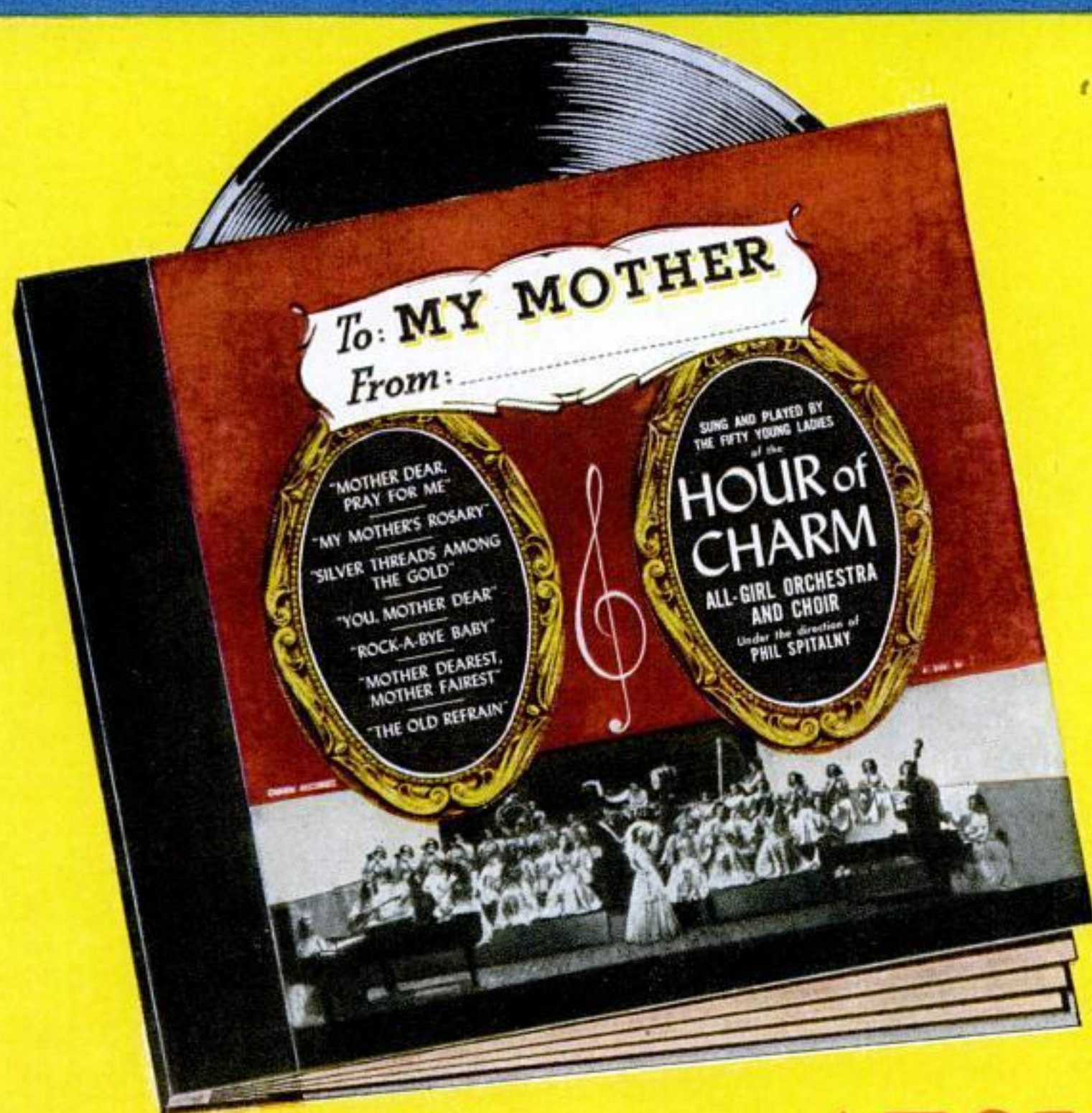
GRAND RAPIDS 2, MICH.





Phil Spitalny and the Hour of Charm All-Girl Orchestra

MAKE *Every day Mother's Day*



7 SONGS FOR MOTHER **\$3.85**
plus 15c postage

WHETHER she's 25 or 75—whether you call her mother, mom, or mater—she'll love this album of music by Phil Spitalny's All-Girl Orchestra and Choir*. It's music "To My Mother"—it's for her alone. Here are the favorites of mothers all over the world. Here's the lullaby she sang as she rocked you to sleep. Here's the song that expresses the love of her children: "Mother Dearest, Mother Fairest." Here's the song, "You, Mother Dear," written by Mr. Spitalny for this new album.

There are seven songs on three double-faced ten-inch records—in a gift album, WITH SPACE TO INSCRIBE YOUR OWN NAME AS GIVER.

SEVEN SONGS FOR MOTHER

<i>Mother Dear, Pray for Me</i>	<i>You, Mother Dear</i>
<i>My Mother's Rosary</i>	<i>Rock-a-Bye Baby</i>
<i>Silver Threads Among the Gold</i>	<i>Mother Dearest, Mother Fairest</i>
<i>The Old Refrain</i>	

Buy these albums at your nearest department store or record shop. If you can't find them, send coupon today. Only \$3.85 plus 15c postage. Sorry, no C.O.D.

★LISTEN TO THEIR "HOUR OF CHARM" THIS SUNDAY AS GUESTS OF THE ELECTRIC COMPANIES OF AMERICA, 5:30 P.M., EST, OVER CBS.

MAIL MONEY ORDER OR CHECK TO CHARM RECORDS, INC.
P. O. Box No. 40, Radio City Station, New York 19, N. Y.

Please send to _____

Street _____

City _____ Zone _____ State _____

Number of Albums _____ Amount enclosed _____



From the **KRAFT SHELF**
in your refrigerator...

cheese treats galore!

MONEY-SAVING MAIN DISH! Nutritious and very good eating—these Mexican Rice Timbales. Wash and drain $\frac{3}{4}$ cup raw rice. In skillet lightly brown rice in 3 tbsps. butter or Parkay Margarine. Place in top of double boiler, add 2 cups of boiling water and steam until rice is tender. Drain well. Add 1 tbsp. chopped onion, seasonings. Pack into greased custard cups. In double boiler melt $\frac{1}{2}$ lb. of the delicious cheese food Velveeta. Add $\frac{1}{4}$ cup of milk gradually, stirring. Unmold timbales on platter, pour hot cheese sauce over each. Serve with asparagus garnished with pimiento strips.



Sharp

The aged cheddar flavor so many folks love. And "Old English" Brand is a Kraft pasteurized process cheese that melts perfectly.



Medium

Not sharp, not mild but just-right mellow! Get famous Kraft American by the 2 lb. loaf as well as $\frac{1}{2}$ lb. size, or have a portion cut from your dealer's 5 lb. loaf.



Mild

Always the "Children's Special" because they love Velveeta's rich, mild cheddar flavor—and because this nutritious cheese food is as digestible as milk!





AMERICA'S TASTIEST SANDWICH! So hearty, so good it can be a luncheon or supper "main dish." Toast a slice of bread on one side. Spread the untoasted side with Kraft Mayonnaise. Cover with slices of peeled tomato and a thick slice of medium-mellow Kraft American or "Old English" Brand pasteurized process cheese, or Kraft's famous cheese food Velveeta. Top with two strips of partially broiled bacon. Put in moderate oven (350°) or under low broiler heat until bacon is crisp, cheese melted. M-m-m! Good!

Remember this: Ounce for ounce there is no other basic food that matches cheese for high quality, complete protein ... for calcium, phosphorus and other nutrients from milk.

The world's favorite cheeses are made or imported by **KRAFT**

Copyright 1948 by Kraft Foods Company



CHANTELLE. A natural, semi-soft cheese — mellow as old wine. Delicious!



BURGETTE. It's so creamy — but with a really lusty flavor that "hits the spot." Perfect on rye bread.



PHILADELPHIA BRAND. Rich, delicate-flavored cream cheese. Guaranteed fresh by Kraft!



KRAFT BLUE CHEESE. For people who love cheese with a tangy flavor.



MAC LAREN'S IMPERIAL. The aristocrat of aged cheddars — very sharp, crumbly in texture.



CASINO BRAND CAMEMBERT. Velvety-crusted, creamy-hearted ... as you like Camembert.



KRAFT CHEESE SPREADS. Eight varieties. Keep several on hand for sandwiches, quick snacks.



BADGER BRAND SWISS is a natural Swiss with flavor "sweet as a nut."



FREE! Beautifully illustrated new booklet called: "AND THEN — THE CHEESE TRAY." It gives you all sorts of wonderful ways to serve cheese in variety — as dessert, for party luncheons, 5 o'clock parties, stag parties, buffet suppers, family dinners, etc. Write for your copy to Kraft Foods Company, Dept. L-2, Chicago 90, Illinois.

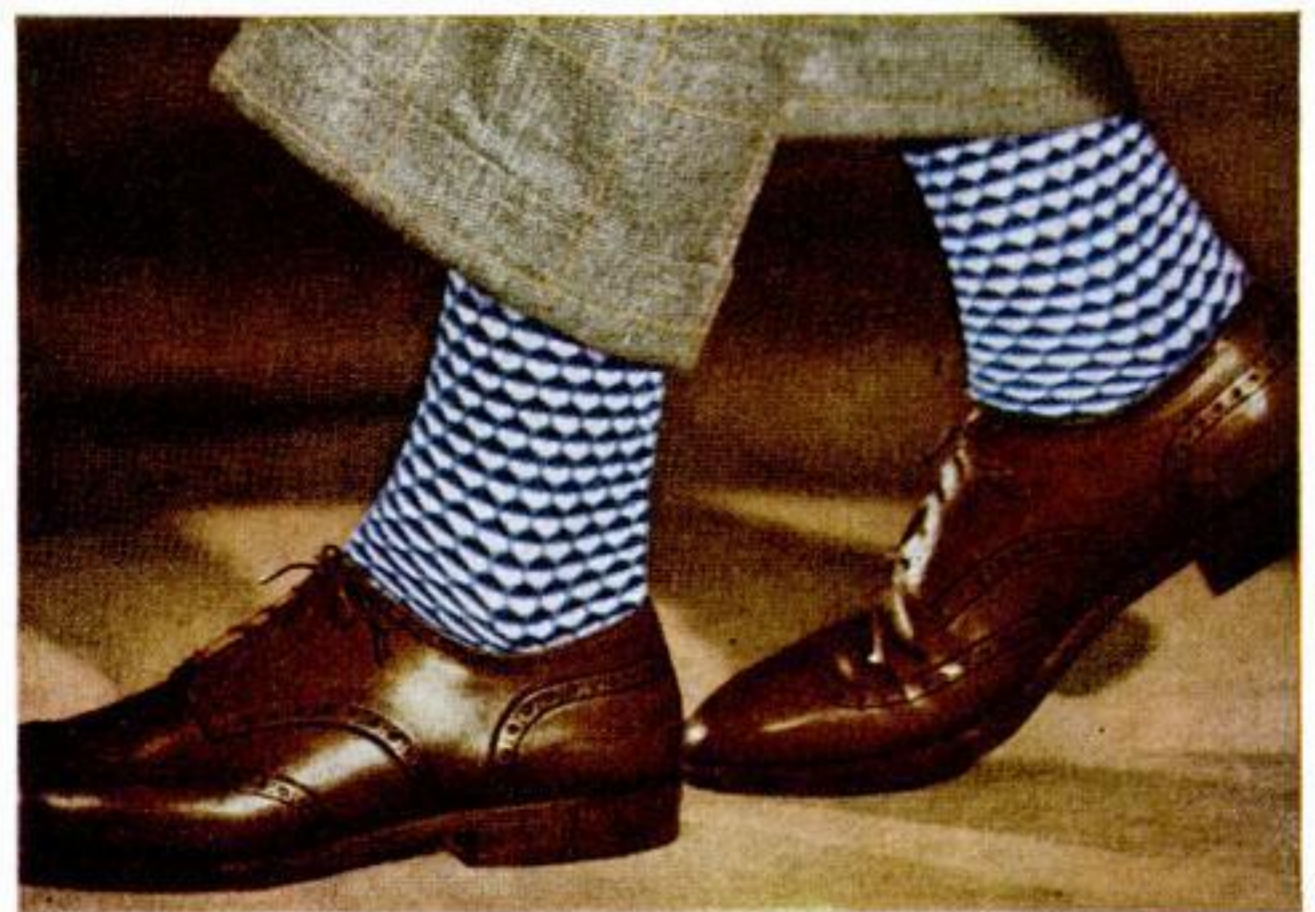
MEN LIKE...



the smart good looks...

...and the fine construction

of **ESQUIRE SOCKS!**



Ask for Esquire Socks, gentlemen—and you'll get: Extra-good looks—Esquire's colors and patterns are designed by the country's leading sock stylists in our Fifth Avenue Fashion Laboratory. Esquire Socks are the smartest thing on two feet!

Extra-fine construction—Esquires are constructed with exclusive Multi-Ply (reinforced) heels and toes. They're *pre-tested* 5 ways for *added wear*. Wonderful values at 55¢, up. Ask for 'em today at your favorite store!

ESQUIRE SOCKS —by the world's biggest maker of men's socks.



FACING MIRROR TO MATCH LIP MOVEMENTS WITH THOSE OF TEACHER, PAMELA DAVIS LEARNS HOW TO MOVE HER FACE AND MOUTH TO MAKE AN "OOOO" SOUND

NORMAL LIFE FOR DEAF CHILDREN

A CALIFORNIA CLINIC TAKES ITS WORK INTO THE HOME

In Los Angeles 20 deaf but happy children are busy learning to sense vibrations, make understandable sounds and read the lips of their mothers, who go to school with them. Both parents and children are students at the unique John Tracy Clinic, founded in 1942 by Mrs. Spencer Tracy and financed in part by her actor husband. It is named for the Tracys' deaf son, John, now 23. It is unique because it is the only center of its kind in the U.S. which concentrates on the training of mothers.

Mrs. Tracy's theory of parent-child instruction

is based on lessons learned in rearing her own son. Because deaf children cannot hear speech and so learn to imitate it, without training they would grow up unable to make vocal sounds except for cries of excitement and sorrow. Thus handicapped, they are often excluded from family activities, and through neglect their mental development is slow. Nearly every state maintains a school for the deaf, where children are taught lip reading and, later, special trades. But all too frequently deaf children are forced to lead a subnormal life.

Mrs. Tracy believes that deaf children can be

taught to speak intelligibly. The clinic does not teach sign language. But it does teach lip reading, which enables the child to understand most speakers. Because lip reading and speech can be taught most effectively to the child during the first six years of its life, mothers trained in the technique can work wonders. Some children at the clinic as young as 2 years have been taught to articulate clearly. Word of the clinic's success has spread rapidly and some self-sacrificing parents, like those of Mark McCorry (*next page*), have moved to Los Angeles from distant cities in order to enroll.



UNABLE TO HEAR or feel anything coming through earphones he is wearing Mark McCrory is interested but relaxed as Instructor Grace Lassman begins talking into microphone behind him. Purpose of this exercise is to develop sensitivity to sound vibrations.



STRAINING TO HEAR (above), Mark concentrates as the teacher gradually increases volume on hearing aid. Below, he breaks into a smile as he senses something. He may not actually hear the words but he responds happily to the machine's amplified vibrations.



TRACY CLINIC CONTINUED

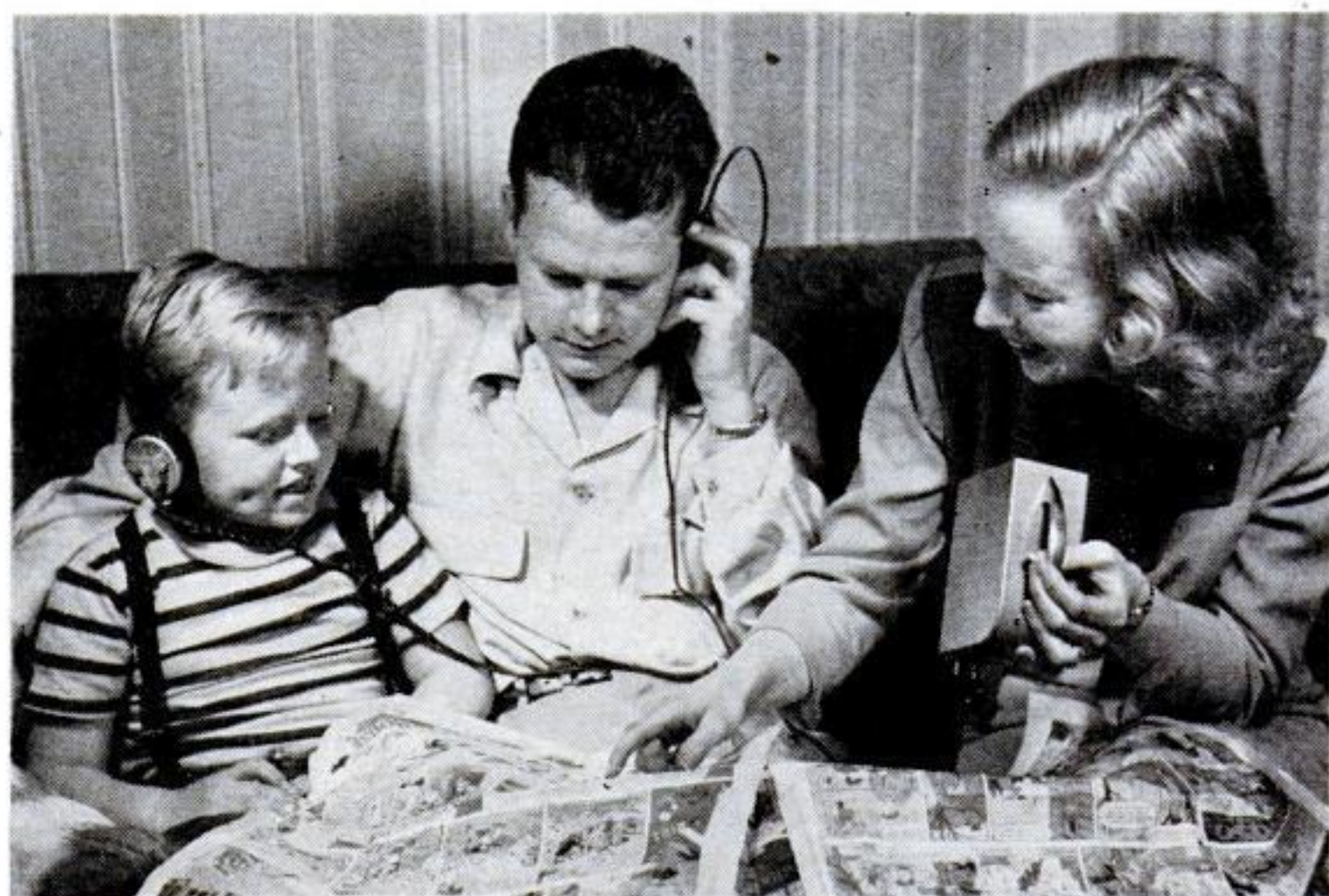


MRS. McCRORY (FAR LEFT) TAKES NOTES ON SON MARK'S PROGRESS IN CLASS

FIVE-YEAR-OLD MARK McCRORY IS OVERCOMING HIS HANDICAP

Like the rest of the children at the John Tracy Clinic, tow-headed, freckle-faced Mark McCrory (*shown on these pages*) is just as bright and winsome as any kid next door. Mark was born in 1942 in Ottumwa, Iowa, where his father, Carl McCrory, worked in a meat-packing plant. When Mark was one year old he contracted a streptococcus infection and had measles at the same time. Soon afterward it was discovered he was deaf. Hearing of the Tracy clinic in the fall of 1944, his parents wrote to Mrs. Tracy and one month later moved to Los Angeles.

The mother and son have been attending classes together for about three years. The father, now working as salesman for a Los Angeles food company, drops in whenever he can. When Mark goes through his lessons, his mother takes notes (*above*) on both his progress and difficulties in learning. By training in sensitivity to sound vibrations (*left*) and in lip movement (*opposite*), Mark can already understand enough of his parents' speech to enjoy having them read him the comic strips (*below*). Practice never ends for Mark and his parents. The routine of home life is as important in his training as the work at the clinic. He is encouraged to talk while dressing, eating and playing. Although Mark's voice is a monotone, he speaks 500 words and has no trouble in making himself understood. He plays baseball and marbles with the other boys in the neighborhood and they treat him just as they would any other kid in the gang.



LOOKING AT FUNNIES, young Mark listens through earphones to amplified vibrations of mother's words as she reads captions. He also watches her lip movements.



"JUICE," says Mark McCrory as he gets ready to drink it at the breakfast table. He is repeating word voiced a moment before by his father. The McCrorys make use of meals

and almost every other activity in Mark's home life to train him in lip formation and word association. He is already able to say grace by himself before and after his meals.



PRESIDENT OF LARGE CORPORATION

"LIKES EDGEWORTH'S FLAVOR"

Edgeworth
READY-RUBBED
EXTRA HIGH GRADE
America's Finest
Pipe Tobacco

EDGEWORTH
RICHMOND, VIRGINIA

Fort Wayne
Indiana

Gentlemen:

As a manufacturer who is a stickler for maintaining high quality in our own products, I congratulate you on the never-changing flavor and aroma of your Edgeworth.

Personally, I think your Edgeworth is the finest tobacco on the market—but then, I may be prejudiced, because I've smoked it for years.

I keep a battery of pipes going all day long at my office—and have another rack at home for my leisure-time smoking. A sort of night and day pipe shift.

Thanks to Edgeworth, I enjoy them all equally.

Sincerely yours,
E. A. NICHOLAS, President
Farnsworth Television & Radio Corp.

EDGEWORTH IS SOLD IN
A SEAL-PAK POUCH
No Pocket Bulge!
No Cut Fingers!
No Wasted Tobacco!

Delicia Suprema!

"Supreme delight—it weens your favor,
Mountain-distilled for finer flavor,
Merito Rum—hee's grand, I theenk,
Especially een a nice cool dreenk!"

MERITO Rum

THE PUERTO RICAN MOUNTAIN RUM

Send for free Merito Rum Recipe Booklet
AVAILABLE IN BOTH GOLD AND WHITE LABEL • 86 PROOF • WRITE NATIONAL DISTILLERS PRODUCTS CORPORATION, DEPARTMENT L2, POST OFFICE BOX 12, WALL STREET STATION, NEW YORK 5, NEW YORK

TRACY CLINIC CONTINUED

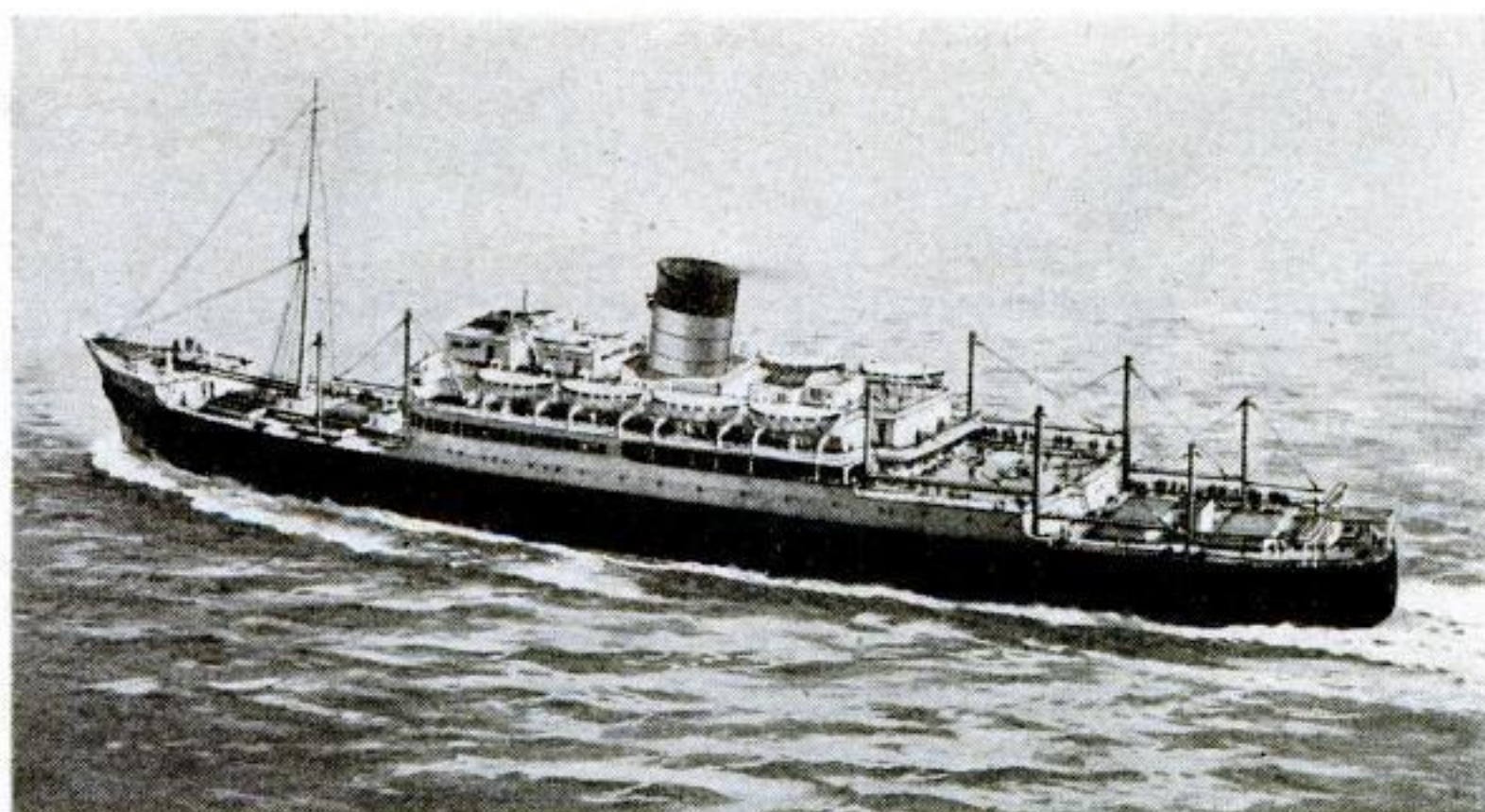


SOUND EXERCISES are demonstrated to a group of intent pupils and their mothers by 5-year-old Tommy Utley (wearing earphones) and an instructor who stands behind him and speaks into a microphone. When the teacher utters



one of the words written on the picture cards, Tommy senses the vibration and points to the card. He can distinguish between such words as "baby" and "shoe" because one has a two-pulse beat while the other has only one pulse.

CONTINUED ON NEXT PAGE



The New
PARTHIA
now joins the Media
 in providing a perfect
 "week's vacation at sea"
 for the leisure-minded
 transatlantic traveler



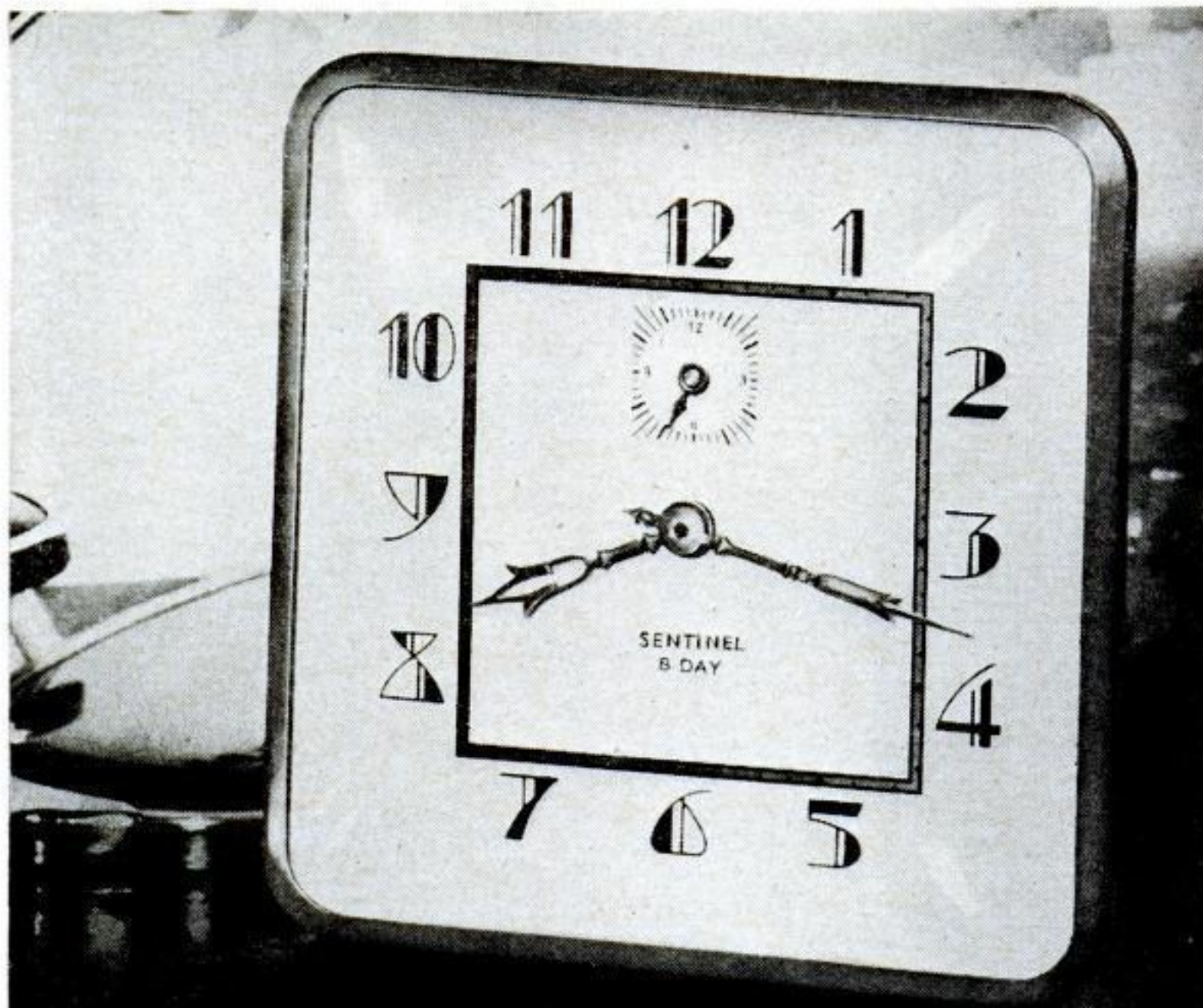
The new Parthia . . . identical twin of the Media which in a few short months has been widely acclaimed by experienced travelers . . . sails from New York to Liverpool April 23 on her first eastbound crossing of the Atlantic. Together the twin liners will provide fortnightly sailings to Europe.

Accommodating 250 passengers, all in first class, the new Parthia . . . like the Media . . . combines delightful leisure and intimacy with every provision for luxurious living at sea . . . air conditioned public rooms . . . extensive recreation decks . . . private bath or shower in each state-room . . . the notable high standard of Cunard cuisine and service.

Consult your local Travel Agent or Cunard White Star.

The British Tradition Distinguishes

Cunard White Star



Just what you've been waiting for...
This beautiful modern
8 DAY ALARM
only \$3.95

Wind this beauty once a week only, wake up every morning to its pleasant bell, and enjoy its clear dial and handsome modern lines. Lots of people use Sentinel Liberators in their living rooms, they are so good looking! And what a bargain at \$3.95!

Metal case with durable ivory baked enamel finish, polished brass plated dial-frame and hands, watch-type escapement. Just what you've been waiting for!

THE E. INGRAHAM COMPANY
BRISTOL, CONN. • EST. 1831



WAYFARER:
Sentinel chromium plated watch with outside black enamel dial, in Genuine Leather Folding Travel Case, \$4.95.

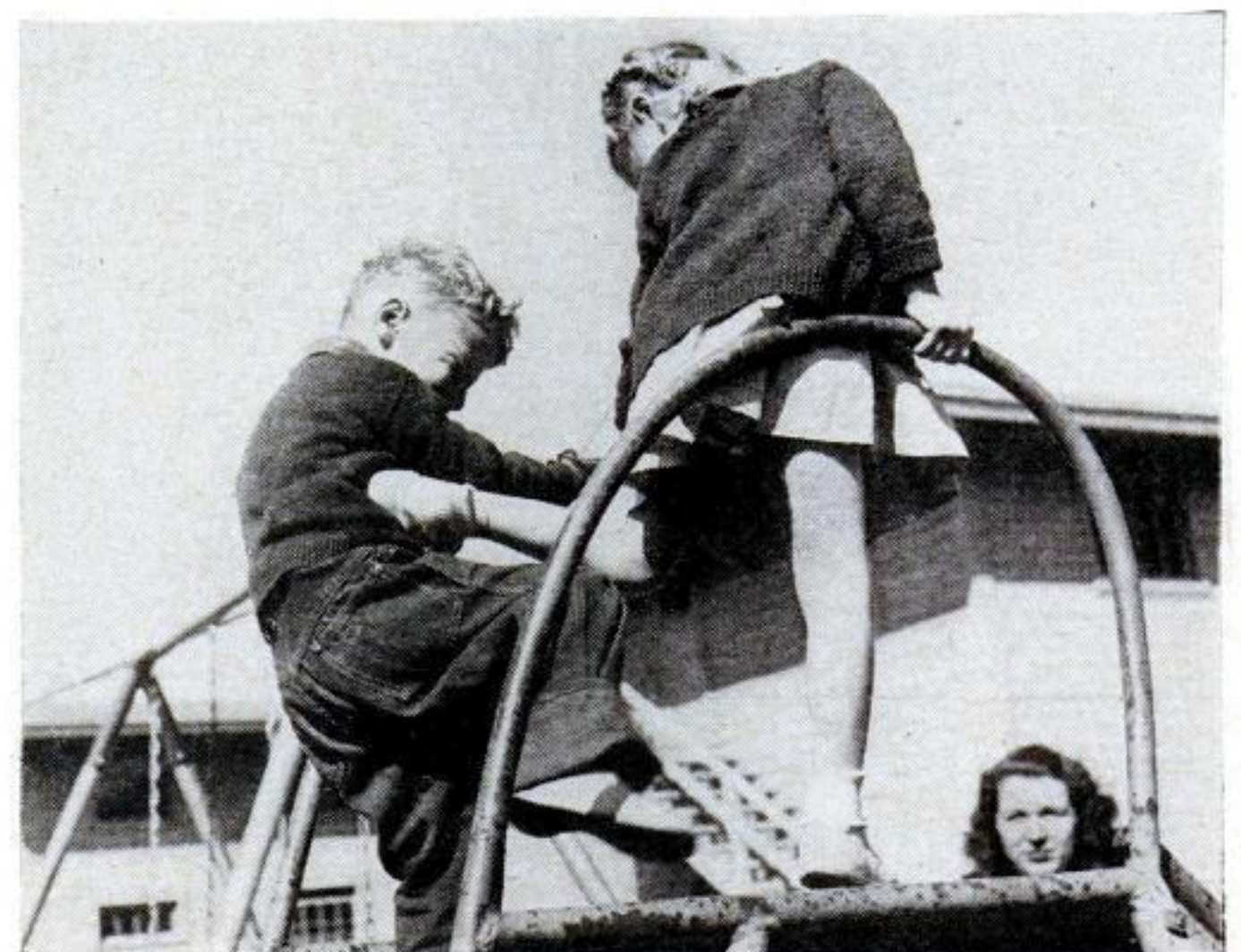
Prices exclusive of taxes and subject to change. © 1948, The E. Ingraham Company



IN PLAY STORE 4-YEAR-OLD PAUL SETZER EXCITEDLY SAYS, "CORN," AS

GAMES, TOYS AND MUSIC

At the Tracy clinic every means is utilized to train the children to lead normal lives. Great emphasis is placed on lip movement and sound vibration as the magic avenues of communication. Mothers are encouraged to talk constantly to their children. Children are urged to vocalize with games in which they try to name objects and colors. A play store has been set up (above) to familiarize them with the names of foods and other household articles with which they come in everyday



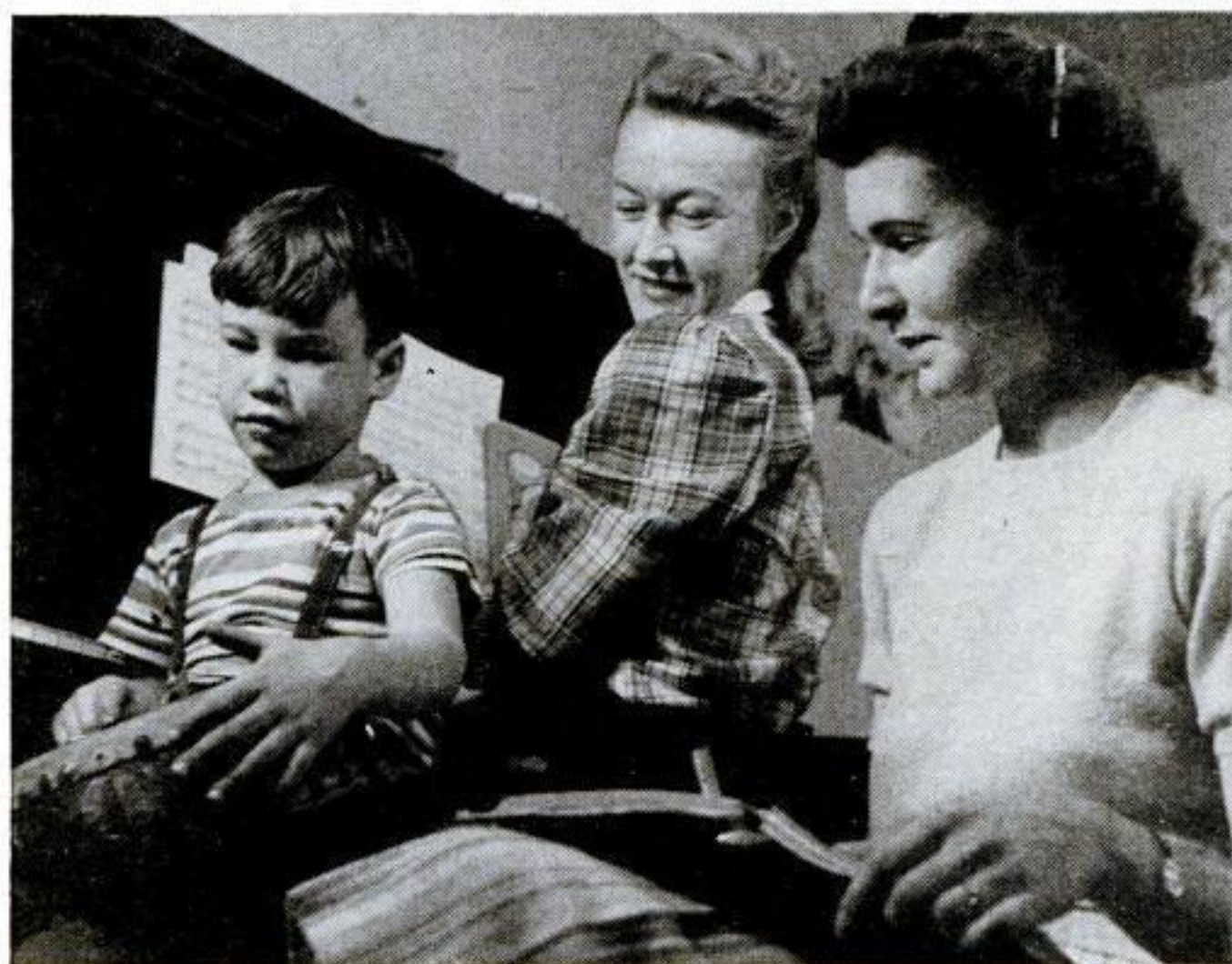
ON PLAYGROUND SLIDE a girl kicks at boy trying to force his way past her. First reaction of the deaf child to situations like this is usually physical.



TEACHER HOLDS UP CAN OF CORN AND FORMS WORD WITH HER MOUTH

HELP CHILDREN TO TALK

contact. In a playground behind the clinic they coast down slides (*below, left*) and learn all the games that hearing children play. Lessons at the piano (*below*) help make them conscious of pitch and rhythm. With hard work the children learn to tie words together and eventually to express ideas. By acquiring the ability to make themselves understood at an early age, they avoid most of the frustration of deafness and are actually able to live almost as normally as anybody else.



RHYTHM LESSONS are given to Jerry Williams, who strikes drum when teacher hits piano keys. He feels vibration although he may hear no sound.

CONTINUED ON NEXT PAGE



*There's no Gin
like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF 94.4

DRINKS NEVER TASTE THIN WITH . . .

Gordon's Gin
100% Neutral Spirits Distilled from Grain

Temporarily, GORDON'S GIN is being shipped in the round Victory bottle . . . 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.

Only PALMOLIVE BRUSHLESS Offers You Proof of...

**SMOOTHER,
MORE COMFORTABLE
SHAVES FOR 3 MEN
OUT OF EVERY 4**

**And this way really works—
no matter how you shaved before!**

THE PROOF! 1297 men tested the new, different Palmolive Brushless Shave Cream Way, and—no matter how they shaved before—3 out of 4 reported more comfortable, actually smoother shaves!

Here's all you do:

1. Wash face with soap and water. Rinse!
2. Soap face again. Do not rinse!
3. Apply Palmolive Brushless Shave Cream, smoothing it upward into beard. *This way, you get the full benefit of Palmolive Brushless Shave Cream's beard-conditioning effect! Then, shave!*

BEARDS EASIER TO CUT
—Said 79%
LESS RAZOR PULL —Said 75%
CLOSER SHAVES —Said 69%
SMOOTHER FEELING SKIN
—Said 82%



Get a Giant Tube or
Big 9-oz. Jar Today!

"The Class Watch of '48!"

Wyer

incaflex



HIS—17 jewel, water
resistant steel case \$62.50
HERS—17 jewel, gold
filled bracelet - \$59.50
other models from \$29.75
Fed. Tax included

The only watch with the flexible balance wheel.

*Unconditionally guaranteed
against damage by shock.*



WYLER WATCH AGENCY, INC., 630 FIFTH AVENUE, NEW YORK 20, N. Y.

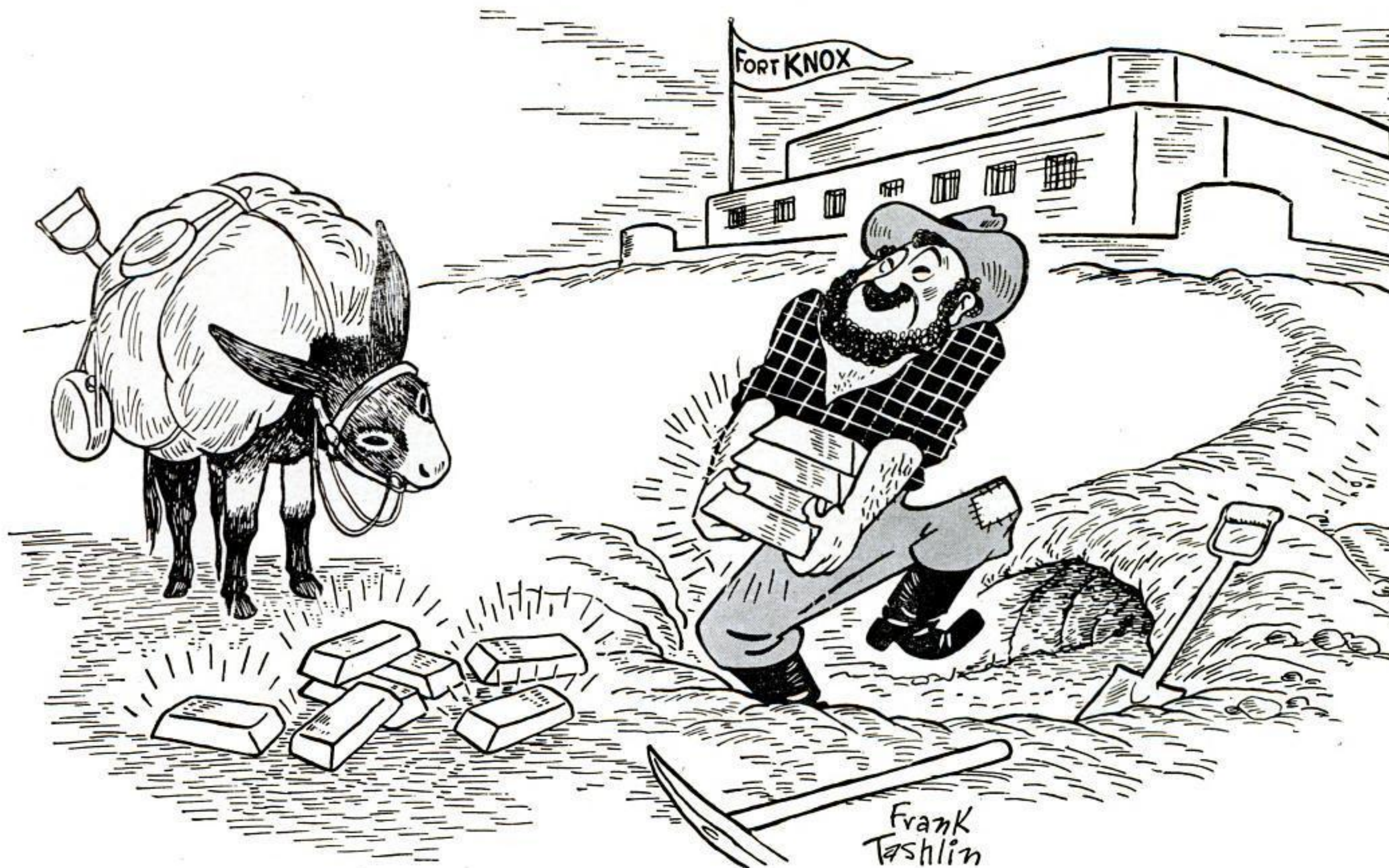
TRACY CLINIC CONTINUED



BEFORE AFTERNOON NAP, which is part of clinic routine, Mrs. Donald Miles takes son Jimmy in her lap and has him repeat words of bedtime story.



DURING CHILDREN'S NAP mothers study in nursery and compare notes. At left, Mrs. Miles buttons pajama pants for son before tucking him into bed.



For People Who Like Good Things The Easy Way



S-O-O-O GOOD! Instant Maxwell House is not a so-called "coffee product." It's all pure coffee . . . full-bodied, roaster-fresh MAXWELL HOUSE coffee in instant form. It's the only instant coffee with that "Good to the Last Drop" flavor!

AND S-O-O-O EASY! Just take a cup and spoon—and stir yourself a great cup of coffee! No grounds to throw away! No pot to wash! (Thrifty, too! You make only as much as you need—no leftover coffee.)

Good Coffee
—Quick!



**Instant Maxwell House
100% Coffee**
A jar makes fully as much as a pound of regular coffee

WINSTON CHURCHILL'S

In France, M. Daladier had been succeeded as Premier in February 1934 by a Government of the Right Centre under M. Doumergue with M. Barthou as Foreign Minister. In her search for allies against the new Germany that had been allowed to grow up, it was natural that France should turn her eyes to Russia and try to recreate the balance of power which had existed before the war. But in October a tragedy occurred. In pursuance of French policy in the Balkans King Alexander of Yugoslavia had been invited to pay an official visit to Paris. He landed at Marseilles, was met by M. Barthou, and drove with him and General Georges through the welcoming crowds who thronged the streets gay with flags and flowers. A figure darted from the cheering crowds, mounted the running board of the car, and discharged his automatic pistol into the King and its other occupants, all of whom were stricken. King Alexander expired almost immediately. The Minister died in a few hours. This was a heavy blow to French foreign policy, which under him, was beginning to take a coherent form. He was succeeded as Foreign Secretary by Pierre Laval.

Laval's later shameful record and fate must not obscure the fact of his personal force and capacity. He had a clear and intense view. He believed that France must at all costs avoid war, and he hoped to secure this by arrangements with the Dictators of Italy and Germany, against whose systems he entertained no prejudice. He distrusted Soviet Russia. Despite his occasional protestations of friendship, he disliked England and thought her a worthless ally. At that time indeed British repute did not stand very high in France.

Air Parity lost

THE German General Staff did not believe that the German Army could be formed and matured on a scale greater than that of France, and suitably provided with arsenals and equipment, before 1943. The German Navy, except for U-boats, could not be rebuilt in its old state under twelve or fifteen years, and in the process would compete heavily with all other plans. The air, and the air alone, offered Hitler the chance of a short-cut, first to equality and next to predominance in a vital military arm over France and Britain. But what would France and Britain do?

By the autumn of 1933 it was plain that neither by precept nor still less by example would the British effort for disarmament succeed. The Air Estimates of March, 1934, totalled only twenty millions, and contained provision for four new squadrons, or an increase in our first-line air strength from 850 to 980. On this I said: "We are, it is admitted, the fifth air Power only—if that. We are but half the strength of France, our nearest neighbour. Germany is arming fast and no one is going to stop her. . . . I dread the day when the means of threatening the heart of the British Empire should pass into the hands of the present rulers of Germany."

Looking back, I am astonished at the length of time that was

granted to us. It would have been possible in 1933, or even in 1934, for Britain to have created an air power which would have imposed the necessary restraints upon Hitler's ambition, or would perhaps have enabled the military leaders of Germany to control his violent acts. More than five whole years had yet to run before we were to be confronted with the supreme ordeal. Had we acted even now with reasonable prudence and healthy energy, it might never have come to pass.

WHEN the Winter Session opened in November, 1934, I moved an Amendment to the Address, declaring that "the strength of our national defences and especially of our air defences is no longer adequate to secure the peace, safety and freedom of Your Majesty's faithful subjects." The House was packed and very ready to listen. After using all the arguments which emphasised the heavy danger to us and to the world, I came to precise facts: "I assert, first, that Germany already, at this moment, has a military air force—that is to say, military squadrons, with the necessary ground services, and the necessary reserves of trained personnel and material—which only awaits an order to assemble in full open combination; and that this illegal air force is rapidly approaching equality with our own. Secondly, by this time next year, if Germany executes her existing programme without acceleration, and if we execute our existing programme on the basis which now lies before us without slowing down, and carry out the increases announced to Parliament in July last, the German military air force will this time next year be in fact at least as strong as our own, and it may be even stronger. Thirdly, on the same basis—that is to say, both sides continuing with their existing programmes as at present arranged—by the end of 1936, that is, one year further on, and two years from now—the Germany military air force will be nearly 50 per cent. stronger, and in 1937 nearly double."

Mr. Baldwin, who followed me at once, faced this issue squarely, and on the case made out by his Air Ministry advisers, met me with direct contradiction: "It is not the case that Germany is rapidly approaching equality with us. . . . As for the position this time next year, if she continues to execute her air programme without acceleration, and if we continue to carry out at the present approved rate the expansion announced to Parliament in July, *so far from the German military air force being at least as strong as, and probably stronger than, our own, we estimate that we shall still have a margin in Europe alone of nearly 50 per cent.*"

This sweeping assurance from the virtual Prime Minister soothed most of the alarmed, and silenced many of the critics. I was not at all convinced.

On March 19 the Air Estimates were presented to the House. I reiterated my statement of November, and again directly challenged the assurances which Mr. Baldwin had then given. A very confident reply was made by the Under-Secretary for Air. However, at the

THE DEATH OF A KING

On an afternoon in the autumn of 1934 King Alexander I of Yugoslavia arrived in the French city of Marseille for a visit of state. France, facing the threat of a resurgent Germany, was striving to reinforce her position in Eastern Europe, and French Foreign Minister Louis Barthou was on hand to greet the Balkan monarch. Together the two men entered an automobile and drove through the city streets past the cheering throngs. Then, as Mr. Churchill writes, "once again from the dark recesses of the Serbian and Croat underworld a hideous murder-plot sprang upon the European stage, and, as at Sarajevo in 1914, a band of as-

sassins, ready to give their lives, were at hand." An alert movie cameraman, in these historic pictures, recorded the rest. A man slipped from the crowd, past a mounted guardsman, leaped on the car and fired his pistol inside. The guardsman wheeled and cut him down with a saber stroke. The king, however, was mortally wounded and died almost immediately. "The Minister," Mr. Churchill continues, "wandered off into the crowd. It was twenty minutes before he received attention: the doctor then applied the tourniquet below the wound. He had already lost much blood: he was seventy-two, and he died in a few hours."



KING ALEXANDER and aged Foreign Minister Barthou greet welcoming crowd.

WAR MEMOIRS CONTINUED FROM PAGE 41

end of March the Foreign Secretary and Mr. Eden paid a visit to Herr Hitler in Germany, and in the course of an important conversation, the text of which is on record, they were told personally by him that the German Air Force had already reached parity with Great Britain. This fact was made public by the Government on April 3.

It was not until May 22, 1935, that Mr. Baldwin made his celebrated confession. I am forced to cite it: "First of all, with regard to the figure I gave in November of German aeroplanes, nothing has come to my knowledge since that makes me think that figure was wrong. I believed at that time it was right. *Where I was wrong was in my estimate of the future. There I was completely wrong. We were completely misled on that subject. . . .*"

I HOPED that this shocking confession would be a decisive event, and that at least a Parliamentary Committee of all Parties would be set up to report upon the facts and upon our safety. The House of Commons had a different reaction. The Labour and Liberal Oppositions were ineffectual and undecided. They were looking forward to an election against "Tory Armaments." The Government majority appeared captivated by Mr. Baldwin's candour. There was even a strange wave of enthusiasm for a Minister who did not hesitate to say that he was wrong. Indeed many Conservative Members seemed angry with me for having brought their trusted leader to a plight from which only his native manliness and honesty had extricated him; but not, alas, his country.

A disaster of the first magnitude had fallen upon us. Hitler had already obtained parity with Great Britain. Henceforward all the unknown, immeasurable threats which overhung London from air attack would be a definite and compelling factor in all our decisions. Moreover, we could never catch up; or at any rate, the Government never did catch up. Very considerable efforts were made by the British Government in the next four years, and there is no doubt that we excelled in air quality; but quantity was henceforth beyond us. The outbreak of the war found us with barely half the German numbers.

ON March 9, 1935, the official constitution of the German Air Force was announced, and on the 16th it was declared that the German Army would henceforth be based on national compulsory service. When on March 24, against this background, Sir John Simon with the Lord Privy Seal, Mr. Eden, visited Berlin at Hitler's invitation, the French Government thought the occasion ill-chosen. They had now themselves at once to face, not the reduction of their Army, so eagerly pressed upon them by Mr. MacDonald the year before, but the extension of compulsory military service from one year to two. In the prevailing state of public opinion this was a heavy task. Not only the Communists but the Socialists had voted against the measure. When M. Léon Blum said: "The workers of France will rise to resist Hitlerite aggression,"

Thorez replied, amid the applause of his Soviet-bound faction, "We will not tolerate the working classes being drawn into a so-called war in defence of Democracy against Fascism."

It seemed, above all, necessary to those concerned with the life of France to obtain national unity on the Two Years Military Service which had been approved by a narrow majority in March. Only the Soviet Government could give permission to the important section of Frenchmen whose allegiance they commanded. Besides this, there was a general desire in France for a revival of the old Alliance, or something like it. On May 2, 1935, the French Government put their signature to a Franco-Soviet pact. This was a nebulous document guaranteeing mutual assistance in the face of aggression over a period of five years.

TO obtain tangible results in the French political field, M. Laval now went on a three days' visit to Moscow, where he was welcomed by Stalin. There were lengthy discussions, of which a fragment may be recorded. Stalin and Molotov were of course anxious to know above all else what was to be the strength of the French Army on the Western Front: how many divisions? what period of service? After this field had been explored, Laval said: "Can't you do something to encourage religion and the Catholics in Russia? It would help me so much with the Pope." "Oho!" said Stalin. "The Pope! How many divisions has *he* got?" Laval's answer was not reported to me; but he might certainly have mentioned a number of legions not always visible on parade.

Laval had never intended to commit France to any of the specific obligations which it is the habit of the Soviets to demand. Nevertheless, he obtained a public declaration from Stalin on May 15 approving the policy of national defence carried out by France in order to maintain her armed forces at the level of security. On these instructions the French Communists immediately turned about and gave vociferous support to the defence programme and the two years' service.

TECHNICAL decisions of high consequence affecting our future safety now require to be mentioned. After the loss of air parity we were liable to be blackmailed by Hitler. If we had taken steps betimes to create an air force half as strong again, or twice as strong, as any that Germany could produce in breach of her treaty, we should have kept control of the future. But even air parity, which no one could say was aggressive, would have given us a solid measure of defensive confidence in these critical years, and a broad basis from which to conduct our diplomacy or expand our Air Force. But we had lost air parity. And such attempts as were made to recover it were vain. We had entered a period when the weapon which had played a considerable part in the previous war had become obsessive in men's minds, and also a prime military factor. Ministers had to imagine the most frightful scenes of ruin and slaughter in London if we quarrelled with the German

CONTINUED ON NEXT PAGE



THE ASSASSIN leaps on the running board of car while guardsman lifts saber.



HIS HEAD GASHED from lip to ear, the assassin Georgieff attempts to fight free of French soldiers.



MORTALLY WOUNDED, King Alexander lies dying in arms of horrified Marseille bystanders.

Dictator. Although these considerations were not special to Great Britain they affected our policy, and by consequence all the world.

During the summer of 1934 Professor Lindemann wrote to *The Times* newspaper, pointing out the possibility of decisive scientific results being obtained in Air Defence Research. In August we tried to bring the subject to the attention, not merely of the officials of the Air Ministry who were already on the move, but of their masters in the Government. In September we journeyed from Cannes to Aix-les-Bains and had an agreeable conversation with Mr. Baldwin, who appeared deeply interested. Early in 1935 an Air Ministry Committee composed of scientists was set up, and instructed to explore the future. We thought the subject should be transferred from the Air Ministry to the Committee of Imperial Defence, where the heads of the Government, the most powerful politicians in the country, would be able to supervise and superintend its actions and also to make sure that the necessary funds were not denied. At this stage we were joined by Sir Austen Chamberlain, and we continued at intervals to address Ministers on the subject.

IN February we were received by Mr. MacDonald personally, and we laid our case before him. No difference of principle at all existed between us. The Prime Minister was most sympathetic when I pointed out the peace aspect of the argument. Nothing, I said, could lessen the terrors and anxieties which overclouded the world so much as the removal of the idea of surprise attacks upon the civil populations. Mr. MacDonald seemed at this time greatly troubled with his eyesight. He gazed blankly out of the windows on to the Palace Yard, and assured us he was hardening his heart to overcome departmental resistance. The Air Ministry, for their part, resented the idea of any outside or superior body interfering in their special affairs, and for a while nothing happened.

I therefore raised the matter in the House on June 7, 1935.

On the very next day, Ministerial changes took place and Mr. Baldwin became Prime Minister. Sir Philip Cunliffe-Lister, Lord Swinton as he soon afterwards became, succeeded Lord Londonderry as Air Minister. One afternoon a month later I was in the smoking room of the House of Commons when Mr. Baldwin came in. He sat down next to me and said at once: "I have a proposal to make to you. Philip is very anxious that you should join the newly-formed Committee of Imperial Defence on Air Defence Research, and I hope you will." I said I was a critic of our air preparations and must reserve my freedom of action. He said, "That is quite understood. Of course you will be perfectly free except upon the secret matters you learn only at the Committee."

I made it a condition that Professor Lindemann should at least

be a member of the Technical Sub-Committee, because I depended upon his aid.

Accordingly for the next four years I attended the meetings and thus obtained a full view of this vital sphere of our air defence, and built up my ideas upon it year by year in close and constant discussion with Lindemann. The committee worked in secret,

and no statement was ever made of my association with the Government, whom I continued to criticise and attack with increasing severity in other parts of the field. It is often possible in England for experienced politicians to reconcile functions of this kind in the same way as the sharpest political differences are sometimes found not incompatible with personal friendship.

The possibility of using radio waves scattered back from aircraft and other metal objects seems to have occurred to a very large number of people in England, America, Germany and France in the nineteen-thirties. We talked of them as *R.D.F.* (Radio Direction Finding) or later as *Radar*. In February, 1935, a Government research scientist, Robert Watson-Watt, had first explained to the Technical Sub-Committee that the detection of aircraft by radio echoes might be feasible and had proposed that it should be tested. A special organisation was set up, and a chain of stations established in the Dover-Orfordness area for experimental purposes. By 1939 the Air Ministry, using comparatively long-wave radio (ten metres), had constructed the so-called coastal chain, which enabled us to detect aircraft approaching over the sea at distances up to about sixty miles.

The Germans were also busy, and in the spring of 1939 the "Graf Zeppelin" flew up the east coast of Britain. She carried special listening equipment to discover the existence of British Radar transmissions, if any. The attempt failed, but had her listening equipment been working properly the "Graf Zeppelin" ought certainly to have been able to carry back to Germany the information that we had Radar, for our Radar stations were not only operating at the time but also detected her movements and divined her intention.

WINSTON CHURCHILL ON PROPHECIES RECALLED

"In my book, *The Aftermath*, I have set down some of the impressions in the four years elapsed between the Armistice and the change of Government in Britain at the end of 1922. Writing in 1928, I was deeply under the impression of a future catastrophe: 'Certain sombre facts emerge, solid, inexorable, like the shapes of mountains from drifting mist. It is established that henceforward whole populations will take part in war, all doing their utmost, all subjected to the fury of the enemy. It is established that nations who believe their life is at stake will not be restrained from using any means to secure their existence. It is probable—nay, certain—that among the means which will next time be at their disposal will be agencies and processes of destruction wholesale, unlimited, and perhaps, once launched, uncontrollable.'

"Mankind has never been in this position before. Without having improved appreciably in virtue or enjoying wiser guidance, it has got into its hands for the first time the tools by which it can unfailingly accomplish its own extermination. That is the point in human destinies to which all the glories and toils of men have at last led them. They would do well to pause and ponder upon their new responsibilities. Death stands at attention, obedient, expectant, ready to serve, ready to shear away the peoples *en masse*; ready, if called on, to pulverise, without hope of repair, what is left of civilisation. He awaits only the word of command. He awaits it from a frail, bewildered being, long his victim, now—for one occasion only—his Master."

"All this was published on January 1, 1929. Now, on another New Year's Day eighteen years later, I could not write it differently . . ."

"I had written even earlier, in 1925, some thoughts and queries of a technical character which it would be wrong to omit in these days: 'May there not be methods of using explosive energy incomparably more intense than anything heretofore discovered? Might not a bomb no bigger than an orange be found to possess a secret power to destroy a whole block of buildings—nay, to concentrate the force of a thousand tons of cordite and blast a township at a stroke? Could not explosives even of the existing type be guided automatically in flying machines by wireless or other rays, without a human pilot, in ceaseless procession upon a hostile city, arsenal, camp, or dockyard?'

"As for Poison Gas and Chemical Warfare in all its forms, only the first chapter has been written of a terrible book. Certainly every one of these new avenues to destruction is being studied on both sides of the Rhine with all the science and patience of which man is capable. And why should it be supposed that these resources will be limited to Inorganic Chemistry? A study of Disease—of Pestilences methodically prepared and deliberately launched upon man and beast—is certainly being pursued in the laboratories of more than one great country. Blight to destroy crops, Anthrax to slay horses and cattle, Plague to poison not armies only but whole districts—such are the lines along which military science is remorselessly advancing."

"All this is nearly a quarter of a century old."

THE loss by Britain of Air Parity was followed by the transference of Italy to the German side. The two events combined enabled Hitler to advance along his predetermined deadly course.

Mussolini's designs upon Abyssinia were unsuited to the ethics

TEXT CONTINUED PAGE 121
PICTURES NEXT 4 PAGES



WEARING HIS SIREN SUIT, WINSTON CHURCHILL JOINS HIS WIFE AT THE TEA TABLE IN THE BLUE DRAWING ROOM

CHURCHILL'S COUNTRY HOME

After Winston Churchill relinquished the prime ministry in July 1945, he and Mrs. Churchill once more took up residence at Chartwell, their country home near Westerham in Kent. Living arrangements in the 24-room house were altered so as to provide a compact "flat" of five main rooms, including the study where Mr. Church-

ill works on his memoirs. Mrs. Churchill's tea table is set in the blue drawing room (*above*) beneath a favorite portrait of her husband; it was painted by Sir William Orpen in 1915. The little poodle, Rufie, used to follow Mr. Churchill everywhere until he was run over and killed by a bus at Brighton four weeks after this photograph was taken.



THE HOUSE AT CHARTWELL looks out over woods and meadowland sloping gently down to one of the two lakes on the property. Beyond lie the Kentish hills. Although it is only 23 miles from the center of London,

Chartwell affords ample scope for Mr. Churchill's rural avocations: farming, bricklaying, painting and butterfly collecting. When Parliament is in session the Churchills stay at their town house, No. 28 Hyde Park Gate, which



they bought in 1945. Two years ago a group of friends purchased Chartwell for eventual gift to the nation as a memorial, with the understanding that Mr. and Mrs. Churchill would continue to live there in the meantime.



CHARTWELL FARM BUILDINGS (*above*) include oast-houses (hop-drying kilns), a familiar sight in Kent. They are now used for dairy farming. Swimming pool (*below, center*) is part of extensive waterworks on estate.



IN MR. CHURCHILL'S STUDY (*below*) are a painting of Blenheim Palace, a picture of Roosevelt, busts of Nelson and Napoleon and the Union Jack which was hoisted when Allied troops first landed in Italy in 1943.





IN THE STUDIO at Chartwell Cottage all four walls show the work of one artist—Winston Churchill. (For reproductions of Churchill paintings see *LIFE*, Jan. 7, 1946.) He is an enthusiastic painter who has found

subjects in many parts of Europe, North Africa and the U.S. "When I get to Heaven," he has said, "I mean to spend a considerable portion of my first million years in painting, and so get to the bottom of the subject."

CONTINUED FROM PAGE 116

of the twentieth century. They belonged to those dark ages when white men felt themselves entitled to conquer yellow, brown, black or red men, and subjugate them by their superior strength and weapons. In our enlightened days such conduct was at once obsolete and reprehensible. Moreover Abyssinia was a member of the League of Nations.

Mussolini, like Hitler, regarded Britannia as a frightened, flabby old woman, who at the worst would only bluster and was, anyhow, incapable of making war. Lord Lloyd, who was on friendly terms with him, noted how he had been struck by the Joad Resolution of the Oxford Undergraduates in 1933 refusing "to fight for King and Country."

It was evident that British opinion would be hostile to such an act of Italian aggression. On August 24, 1935 the Cabinet resolved and declared that Britain would uphold its obligations under its Treaties and under the Covenant of the League. Mr. Eden, Minister for League of Nations Affairs and almost co-equal of the Foreign Secretary, had already been for some weeks at Geneva, where he had rallied the Assembly to a policy of "Sanctions" against Italy if she invaded Abyssinia. "Sanctions" meant the cutting-off from Italy of all financial aid and of economic supplies, and the giving of all such assistance to Abyssinia. Eden's zeal and address and the principles which he proclaimed dominated the Assembly.

On September 11, the Foreign Secretary, Sir Samuel Hoare, having arrived at Geneva, himself addressed them: "I will begin by reaffirming the support of the League by the Government I represent and the interest of the British people in collective security. . . . In conformity with its precise and explicit obligations the League stands, and my country stands with it, for the collective maintenance of the Covenant in its entirety, and particularly for steady and collective resistance to all acts of unprovoked aggression."

In spite of my anxieties about Germany, and little as I liked the way our affairs were handled, I remember being stirred by this speech when I read it in Riviera sunshine. It aroused everyone, and reverberated throughout the United States. It united all those forces in Britain which stood for a fearless combination of righteousness and strength. Here at least was a policy. If only the orator had realized what tremendous powers he held unleashed in his hand at that moment, he might indeed for a while have led the world.

These declarations gathered their validity from the fact that they had behind them, like many causes which in the past have proved vital to human progress and freedom, the British Navy. For the first

and last time the League of Nations seemed to have at its disposal a secular arm. When on September 12, the very next day, the battle-cruisers "Hood" and "Renown," accompanied by the Second Cruiser Squadron and a destroyer flotilla, arrived at Gibraltar, it was assumed on all sides that Britain would back her words with deeds.

In October Mussolini launched the Italian armies upon the invasion of Abyssinia. By the assent of fifty sovereign states, the Assembly of the League resolved to take collective measures against Italy, and a committee was appointed to make further efforts for a peaceful solution.

THESE ARE SOME ACTORS IN THE CHURCHILLIAN DRAMA



CHURCHILL'S GREAT ANTAGONIST Adolf Hitler sits beside President von Hindenburg. Hitler and Mr. Churchill never met, although introduction was once attempted by Hanfstaengl.



FRIENDS TO CHURCHILL were Ralph Wigram (left), Desmond Morton and Frederick Lindemann (right). They kept him in touch with scientific and diplomatic affairs throughout the '30s.



MINOR PLAYERS were Pierre Flandin (left), French premier in the critical year of 1935; C. E. M. Joad, inspirer of the Oxford Union's antiwar pledge, and early Nazi Ernst ("Putzi") Hanfstaengl.



BETRAYERS OF ABYSSINIA, who planned its partition with Italy, were Pierre Laval and Sir Samuel Hoare, foreign ministers. Outraged opinion shook Baldwin government to its foundations.

in the name of public justice. But as the Italian metallurgical industry made but little use of them, and as steel billets and pig iron were not interfered with, Italy suffered no hindrance. Thus the measures pressed with so great a parade were not real sanctions to paralyse the aggressor, but merely such half-hearted sanctions as the aggressor would tolerate, because in fact they stimulated Italian war spirit.

Still less did His Majesty's Government contemplate the use of the Fleet.

There is no doubt on our present knowledge that a bold decision would have cut the Italian communications with Ethiopia, and that

BLOODSHED in Abyssinia, hatred of Fascism, the invocation of Sanctions by the League, produced a convulsion within the British Labour Party. Trade Unionists, among whom Mr. Ernest Bevin was outstanding, were by no means pacifist by temperament. On one occasion Mr. Bevin complained that "he was tired of having George Lansbury's conscience carted about from conference to conference." In a far wider sphere, all the leaders of the League of Nations Union felt themselves bound to the cause of the League. On October 8 Mr. Lansbury resigned his leadership of the Parliamentary Labour Party, and Major Attlee, who had a fine war record, reigned in his stead.

But this national awakening was not in accord with Mr. Baldwin's outlook or intentions. The Prime Minister had declared that Sanctions meant war; secondly, he was resolved there must be no war; and thirdly, he decided upon Sanctions. It was evidently impossible to reconcile these three conditions. Under the guidance of Britain the League of Nations Committee, charged with devising Sanctions, kept clear of any that would provoke war. Ingenuity was displayed in this task. A large number of commodities, some of which were war materials, were prohibited from entering Italy, and an imposing schedule was drawn up. But oil, without which the campaign in Abyssinia could not have been maintained, continued to enter freely, because it was understood that to stop it meant war. The export of aluminium into Italy was strictly forbidden; but aluminium was almost the only metal that Italy produced in quantities beyond her own needs. The importation of scrap iron and iron ore into Italy was sternly vetoed

CHURCHILL'S MEMOIRS CONTINUED

we should have been successful in any naval battle which might have followed. If ever there was an opportunity of striking a decisive blow in a generous cause with the minimum of risk, it was here and now. The fact that the nerve of the British Government was not equal to the occasion can be excused only by their sincere love of peace. Actually it played a part in leading to an infinitely more terrible war. Mussolini's bluff succeeded, and an important spectator drew far-reaching conclusions from the fact. Hitler had long resolved on war for German aggrandisement. He now formed a view of Great Britain's degeneracy which was only to be changed too late for peace and too late for him. In Japan, also, there were pensive spectators.

THE two opposite processes of gathering national unity on the burning issue of the hour and the clash of Party interests inseparable from a General Election moved forward together. The Labour Party was much divided. The majority was pacifist, but Mr. Bevin's active campaign commanded many supporters among the masses. The Prime Minister himself was no doubt conscious of the growing strength behind the Government's foreign policy. It seemed to me, viewing the proceedings from outside, that he was anxious to gather as much support as possible and use it to begin British rearmament on a modest scale.

Hitherto in these years I had not desired office, having had so much of it, and being opposed to the Government on their India policy. But with the passage of the India Bill, which was to take some years to come into force, this barrier had fallen away. The growing German menace made me anxious to lay my hands upon our military machine.

The result of the General Election of 1935 was a triumph for Mr. Baldwin. Thus an administration more disastrous than any in our history saw all its errors and shortcomings acclaimed by the nation. There was, however, a bill to be paid, and it took the new House of Commons nearly ten years to pay it.

It had been widely bruited that I should join the Government as First Lord of the Admiralty. But Mr. Baldwin lost no time in announcing that there was no intention to include me in the Government. There was much mocking in the Press about my exclusion. But now one can see how lucky I was. Over me beat the invisible wings.

And I had agreeable consolations. I set out with my paint-box for more genial climes without waiting for the meeting of Parliament.

THE new House of Commons was a spirited body. With all that lay before them in the next ten years, they had need to be. It was therefore with a horrible shock that, while tingling from the election, they received the news that a compromise had been made between Sir Samuel Hoare and M. Laval about Abyssinia. This crisis nearly cost Mr. Baldwin his political life. It shook Parliament and the nation to its base. Mr. Baldwin fell almost overnight from his pinnacle of acclaimed national leadership to a depth where he was derided and despised. His position in the House during these days was pitiful. He had never understood why people should worry about all these bothersome foreign affairs. They had a Conservative majority and no war. What more could they want? But the experienced pilot felt and measured the full force of the storm.

The Cabinet, on December 9, 1935, had approved the Hoare-Laval plan to partition Abyssinia between Italy and the Emperor. On the 13th the full text of the Hoare-Laval proposals was laid before the League. On the 18th the Cabinet abandoned the Hoare-Laval proposals, thus entailing the resignation of Sir Samuel Hoare. On December 22 Mr. Eden became Foreign Secretary.

The collapse of Abyssinian resistance and the annexation of the whole country by Italy produced unhelpful effects in German public opinion. Even those elements which did not approve of Mussolini's policy or action admired the swift, efficient and ruthless manner in which, as it seemed, the campaign had been conducted. The general view was that Great Britain had emerged thoroughly weakened. She had earned the undying hatred of Italy; and her loss of prestige in the world contrasted agreeably with the growing strength and repute of the new Germany. "I am impressed," wrote one of our representatives in Bavaria, "by the note of contempt in references to Great Britain in many quarters. . . . It is to be feared that Germany's attitude in the negotiations for a settlement in Western Europe and for a



THE SPURIOUS GLORY

The Beer Hall Putsch of Nov. 9, 1923 was Adolf Hitler's premature bid for power in Munich. It failed miserably when police troops opened fire on the Nazi ranks. In this crude and glorified version Nazi Artist H. Schmitt shows Hitler standing with upflung, defiant arm. Actually,

more general settlement of European and extra-European questions will be found to have stiffened."

All this was only too true. His Majesty's Government had imprudently advanced to champion a great world cause. They had led fifty nations forward with much brave language. Confronted with brute facts Mr. Baldwin had recoiled. Their policy had for a long time been designed to give satisfaction to powerful elements of opinion at home rather than to seek the realities of the European situation. By estranging Italy they had upset the whole balance of Europe and gained nothing for Abyssinia. They had led the League of Nations into an utter fiasco, most damaging if not fatally injurious to its effective life as an institution.

Hitler strikes

WHEN I returned at the end of January, 1936, I was conscious of a new atmosphere in England. Although both the opposite parties continued to oppose all measures of rearmament, there was an immense measure of agreement open, and had his Majesty's Government risen to the occasion they could have led a united people forward into the whole business of preparation in an emergency spirit. The Government adhered to their policy of moderation, half-measures, and keeping things quiet.

At 10 o'clock on the morning of March 7, Herr von Neurath, the German Foreign Minister, summoned the British, French, Belgian and Italian Ambassadors to the Wilhelmstrasse to announce to them a proposal for a twenty-five year pact, a demilitarisation on both sides of the Rhine Frontier, a pact limiting air forces, and non-aggression pacts to be negotiated with Eastern and Western neighbours.

At noon on this same March 7, 1936, two hours after his proposal for a twenty-five years' pact, Hitler announced to the Reichstag that he intended to reoccupy the Rhineland, and even while he spoke, German columns, about 35,000 strong, streamed across the boundary and entered all the main German towns. They were everywhere received with rejoicing, tempered by the fear of Allied action. Simultaneously, in order to baffle British and American public opinion,



OF CORPORAL HITLER

on the first shots, he dropped to the ground with such violence that he dislocated his shoulder, while General Erich Ludendorff (next to Hitler) remained upright. This painting is from a collection of German war art belonging to the Historical Properties Branch, U.S. Army.

Hitler declared that the occupation was purely symbolic. The German Ambassador in London handed Mr. Eden similar proposals to those which Neurath in Berlin had given to the Ambassadors of the other Locarno Powers in the morning. This provided comfort for everyone on both sides of the Atlantic who wished to be humbugged. Mr. Eden made a stern reply to the Ambassador. But he was already rather a lonely man in the cabinet at this time.

The French Government under M. Sarraut, in which M. Flandin was Foreign Minister, uprose in vociferous wrath and appealed to all its allies and the League. Here if ever was the violation, not only of the Peace Treaty, but of the Treaty of Locarno; and an obligation binding upon all the Powers concerned.

We now know of the conflicts of opinion which arose at this time between Hitler and the German High Command. If the French Government had mobilised the French Army, with nearly a hundred divisions, and its Air Force (then still falsely believed to be the strongest in Europe), there is no doubt that Hitler would have been compelled by his own General Staff to withdraw, and a check would have been given to his pretensions which might well have proved fatal to his rule.

On Monday, March 9, the British Foreign Secretary, Mr. Eden, went to Paris accompanied by Lord Halifax and Ralph Wigram. The first plan had been to convene a meeting of the League in Paris. Wigram was sent to tell Flandin at his home that if he agreed to have the meeting of the League in London, he would get more effective support from Britain. Immediately on his return to London on March 11, he came to see me, and told me the story. Flandin himself arrived late the same night, and at about 8:30 on Thursday morning he came to my flat in Morpeth Mansions. He told me that he proposed to demand from the British Government simultaneous mobilisation of the land, sea and air forces of both countries, and that he had received assurances of support from all the nations of the "Little Entente" and from other States. I gathered my principal associates at dinner that night to hear M. Flandin's exhortations.

Meanwhile most of the British Press with *The Times* and the *Daily Herald* in the van expressed their belief in the sincerity of Hitler's

offers of a non-aggression pact. Austen Chamberlain, in a speech at Cambridge, proclaimed the opposite view. Wigram thought it was within the compass of his duty to bring Flandin into touch with everyone he could think of. To all whom Flandin met at the Wigrams' he spoke in the following terms: "The whole world and especially the small nations to-day turn their eyes towards England. If England will act now she can lead Europe. You will have a policy, all the world will follow you, and thus you will prevent war. It is your last chance. If you do not stop Germany now, all is over. France cannot guarantee Czechoslovakia any more because that will become geographically impossible. If you do not maintain the Treaty of Locarno all that will remain to you is to await a rearmament by Germany, against which France can do nothing. If you do not stop Germany by force to-day, war is inevitable, even if you make a temporary friendship with Germany. As for myself, I do not believe that friendship is possible between France and Germany; the two countries will always be in tension. Nevertheless if you abandon Locarno, I shall change my policy, for there will be nothing else to do." These were brave words; but action would have spoken louder.

WHEN I heard how ill things were going and after a talk with Wigram, I advised M. Flandin to demand an interview with Mr. Baldwin before he left. This took place at Downing Street. The Prime Minister received M. Flandin with the utmost courtesy. Mr. Baldwin explained that although he knew little of foreign affairs, he was able to interpret accurately the feelings of the British people. And they wanted peace. M. Flandin says that he rejoined that the only way to ensure this was to stop Hitlerite aggression while such action was still possible. France had no wish to drag Great Britain into war; she asked for no practical aid, and she would herself undertake what would be a simple police operation, as, according to French information, the German troops in the Rhineland had orders to withdraw if opposed in a forcible manner. The British Prime Minister repeated that his country could not accept the risk of war. He asked what the French Government had resolved to do. To this no plain answer was returned. According to Flandin Mr. Baldwin then said: "You may be right, but if there is *even one chance in a hundred* that war would follow from your police operation, I have not the right to commit England." And after a pause he added: "England is not in a state to go to war." There is no confirmation of this.

M. Flandin returned to France convinced, first that his own divided country could not be united except in the presence of a strong will-power in Great Britain, and secondly that, so far from this being forthcoming, no strong impulse could be expected from her. Far too easily he plunged into the dismal conclusion that the only hope for France was in an arrangement with an ever more aggressive Germany.

In view of what I saw of Flandin's attitude during these anxious days, I felt it my duty, in spite of his subsequent lapses, to come to his aid, so far as I was able, in later years. I used all my power in the winter of 1943-44 to protect him when he was arrested in Algeria by the De Gaulle Administration. In this I invoked and received active help from President Roosevelt. When after the war Flandin was brought to trial, my son Randolph, who had seen much of Flandin during the African campaign, was summoned as a witness, and I am glad to think that his advocacy, and also a letter which I wrote for Flandin to use in his defence, were not without influence in procuring the acquittal which he received from the French Tribunal. Weakness is not treason, though it may be equally disastrous. Nothing however can relieve the French Government of their prime responsibility. Clemenceau or Poincaré would have left Mr. Baldwin no option.

The British and French submission to the violations of the Treaties of Versailles and Locarno involved in Hitler's seizure of the Rhineland, was a mortal blow to Wigram. "After the French Delegation had left," wrote his wife to me, "Ralph came back, and sat down in a corner of the room where he had never sat before, and said to me, 'War is now *inevitable*, and it will be the most terrible war there has ever been. I don't think I shall see it, but you will. Wait now for bombs on this little house.'* I was frightened at his

*It was actually smitten.

words and he went on. 'All my work these many years has been no use. I am a failure. I have failed to make the people here realise what is at stake. I am not strong enough, I suppose. I have not been able to make them understand. Winston has always, always understood, and he is strong and will go on to the end.'"

My friend never seemed to recover from this shock. He took it too much to heart. After all one can always go on doing what one believes to be his duty, and running ever-greater risks till knocked out. Wigram's profound comprehension reacted on his sensitive nature unduly. His untimely death in December 1936 was an irreparable loss to the Foreign Office, and played its part in the miserable decline of our fortunes.

During this exciting period my own personal fortunes were, it now appears, discussed in high quarters. The Prime Minister, under constant pressure, had decided at last to create a new Ministry—not of Defence, but of the Co-ordination of Defence. Austen Chamberlain, whose influence with the Government stood high, thought and said that it was an "immense mistake" to exclude me. The Prime Minister thought it would be best for Neville Chamberlain to take the new office, and for Austen to go back to the Exchequer. Neville, who was certain to succeed Baldwin in the immediate future, declined this proposal.

I was naturally aware that this process was going on. In the debate of March 9, 1936, I was careful not to derogate in the slightest degree from my attitude of severe though friendly criticism of Government policy, and I was held to have made a successful speech. I did not consider the constitution of the new office and its powers satisfactory. But I would gladly have accepted the post, being confident that knowledge and experience would prevail. Apparently the German entry into the Rhineland on March 7 was decisive against my appointment. It was certainly obvious that Hitler would not like it. On the 9th, Mr. Baldwin selected Sir Thomas Inskip, an able lawyer, who had the advantages of being little known himself and knowing nothing about military subjects. To me this definite and as it seemed final exclusion from all share in our preparations for defence was a heavy blow.

I had to be very careful not to lose my poise in the great discus-

sions and debates which crowded upon us and in which I was often prominent. I had to control my feelings and appear serene, indifferent, detached. In this endeavor continuous recurrence to the safety of the country was a good and simple rule. In order to steady and absorb my mind I planned in outline a history of what had happened since the Treaty of Versailles down to the date we had reached.

I even began the opening chapter, and part of what I wrote then finds its place without the need of alteration in this present book. I did not, however, carry this project very far because of the press of events, and also of the current literary work by which I earned my pleasant life at Chartwell. Moreover by the end of 1936 I became absorbed in my *History of the English-Speaking Peoples*, which I actually finished before the outbreak of war and which will some day be published. Writing a long and substantial book is like having a friend and companion at your side, to whom you can always turn for comfort and amusement, and whose society becomes more attractive as a new and widening field of interest is lighted in the mind.

MR. BALDWIN certainly had good reason to use the last flickers of his power against one who had exposed his mistakes so severely and so often. Moreover, as a profoundly astute Party manager, thinking in majorities and aiming at a quiet life between elections, he did not wish to have my disturbing aid. He thought no doubt that he had dealt me a politically fatal stroke, and I felt he might well be right. How little can we foresee the consequences either of wise or unwise action, of virtue

or of malice! Without this measureless and perpetual uncertainty, the drama of human life would be destroyed. Mr. Baldwin knew no more than I, how great was the service he was doing me in preventing me from becoming involved in all the Cabinet compromises and shortcomings of the next three years, and from having, if I had remained a Minister, to enter upon a war bearing direct responsibility for conditions of national defence bound to prove fearfully inadequate.

This was not the first time—or indeed the last—that I have received a blessing in what was at the time a very effective disguise.



ILLUSTRATIONS

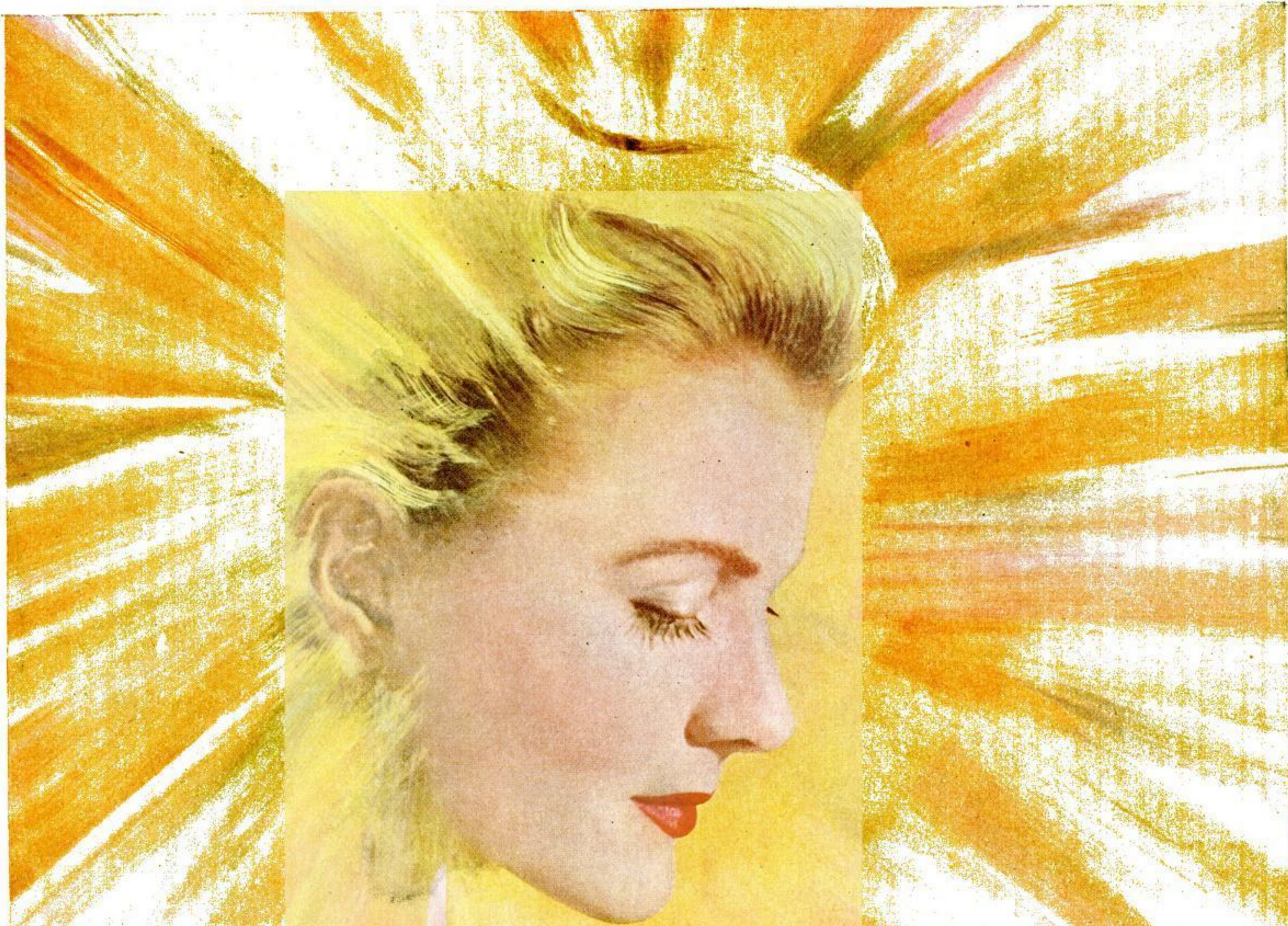
The portrait of Winston Churchill in air commodore's uniform on the cover was painted by Douglas Chandor just after the war. Permission to reproduce it was given by Bernard Baruch. The Duke of Marlborough opened Blenheim Palace to LIFE's photographers for reproduction of the family portraits (pp. 34-35) by Sir Godfrey Kneller and Sir Peter Lely. Mr. Churchill himself guided LIFE through the rooms of Chartwell, his home (pp. 117 to 120).

In Next Week's Issue

THE SECOND INSTALMENT OF WINSTON CHURCHILL'S WAR MEMOIRS

In the second instalment of his War Memoirs Mr. Churchill carries his story through the Munich Agreement. He describes private conversations with Ribbentrop and with a Soviet ambassador; tells how the abdication crisis in Great Britain saved Stanley Baldwin from the conse-

quences of a disastrous political mistake; and how Anthony Eden's resignation from the Foreign Office, a major victory for Hitler and Mussolini, cleared the way for a policy of appeasement. The memoirs of the Munich period present many striking parallels with recent European events.



the new "feminine look" make-up **Soleil d'Or** (GOLDEN SUN)

Like sunlight, from which it takes its name, Soleil d'Or is flattering to every type of skin coloring... a glowing highlight for day or evening costumes.

This lovely make-up series includes everything from powder base to lipstick, all color-related to Soleil d'Or face powder... a luscious, sunny shade that gives the new "feminine look."

Coty



'AIR-SPUN' FACE POWDER \$1
L'Aimant, L'Origan, Emeraude, 'Paris'



'SUB-DEB' ROUGE 75¢
Color-related to powder base and powder



'SUB-DEB' LIPSTICK \$1
Smooth, lustrous, long-lasting



'PASTEL-TINT' MAKE-UP BASE \$1.50
NEW! Quick! In purse-size compact



'SUB-TINT' CREAM-POWDER BASE \$1
For that smooth, flawless look
(All prices plus tax)

Compounded and copyrighted by Coty, Inc. in U. S. A.

*Big rooms, little rooms...
for every room,
for every budget*



Decorating dreams become beautifully real when you use Kandell chintz. There are patterns of great distinction for traditional tastes, daring designs for modernists, gay motifs for informal rooms and children's rooms. There are fascinating color combinations, too, on fine-woven "Everglaze" cloth with a lustrous washable finish. All this at a price that means you can have magnificent Kandell chintz in every room! Full 36 inch width, from \$1.49 a yard.

KANDELL *Chintz* EVERGLAZE

Look for the name KANDELL printed on the chintz. Ask for KANDELL chintz in leading stores from coast to coast. For the store in your city, write to KANDELL, Inc., 261 Fifth Ave., New York.

*A trade-mark signifying fabric finished and tested according to processes and standards controlled and prescribed by Joseph Bancroft & Sons Co.



IN A ONETIME BARROOM SALVATION ARMY CONVERTS SAY THEIR PRAYERS BENEATH A QUOTATION FROM JESUS WHICH READS, "I AM THE LIGHT OF THE WORLD"

PARIS SOUL-SAVERS

Salvation Army establishes post
in an old bordello in Montmartre

Like a paratroop division descending in the enemy's heartland, the Salvation Army has moved into the middle of the Montmartre, or Tenderloin, section of Paris. Its command post is in an erstwhile bordello, now labeled "Armée du Salut" and directed by two poke-bonneted ladies in navy blue who have turned the bar into a prayer room (above) and blocked the well-worn back staircase.

In their first weeks of operation, the ladies,

through song and prayer, have lured hundreds of hard-bitten denizens to their calm headquarters from the riotous hangouts of Place Pigalle. Many of the visitors are former patrons who now return in a spirit of rank curiosity. But among them are a few pale-faced children (p. 130) in whose eyes the Armée du Salut is neither strange nor naive. For the salvation of these waifs the poke-bonneted ladies will fight till the Place Pigalle freezes over.

PICK YOUR PLEASURE!



Aged for years in oaken casks, blissfully mellow, soft and gentle. At all tobacco counters. 15¢



From an old "recipe"—rare, nut-sweet flavor, full-bodied aroma. Try some today. 25¢

THESE PRODUCTS OF P. LORILLARD CO. ALSO AVAILABLE IN CANADA



MY GOODNESS... SUCH GOODNESS



Welch
QUALITY CANDIES



IN A BARROOM in Montmartre section, Salvation Army worker tries to sell her gospel-laden newspaper *En Avant* under the nose of a bemused patron.



WELCOME TO THE TABERNACLE comes from Major Suzanne Pons, who watches at left of doorway while workers and recruits sing before entering.



IN A SHOOTING GALLERY in Place Pigalle—pronounced "Pig Alley"—by U.S. troops during the war—Captain Maria Ruiz approaches two skeptics.



For Connoisseurs of Comfort

Here's sheer delight in flexible, cushioned ease

... the "Baron 64"

The folks at Crosby Square decided to create the most comfortable shoe possible. First they put a layer of patented springy Airfilm—a honeycomb of sealed air cells—under the insole. In Airfilm Shoes, you actually walk on compressed air, your feet cushioned against shocks and insulated against hot summer pavements.

Next, an upper of supple calfskin, with a glove-soft seamless forepart. Then a specially-flexed outsole for extra limberness—and you have the trim "Baron 64."

Treat your feet to this new kind of healthful comfort. See your Crosby Square dealer, *The House of Crosby Square, Division of Mid-States Shoe Co., Milwaukee, Wisconsin*

"Airfilm" is a registered trade mark of Airfilm Corporation.

For smoother shaves and more of 'em

STROP YOUR RAZOR AS A BARBER DOES!

use



RAZOR, STROP AND 5 VALET BLADES

\$1.25

NEW VALET
Auto-Strop
RAZOR

STROPS—CLEANS WITHOUT REMOVING BLADE

SELF-SHARPENING... ONE PIECE



*"I'm hurrying
in my
Entry Blanks"*

51 CASH PRIZES EACH MONTH IN EACH STATE... 3 MONTHLY NATIONAL PRIZES... PLUS FAMILY SWEEPSTAKES PRIZES—\$25,000.00 1st PRIZE.

C'mon everybody get in the
PEPSI-COLA
\$203,725.00

TOTAL CASH (including dealer prizes)

"TREASURE TOP" SWEEPSTAKES AND CONTESTS

HURRY, HURRY, HURRY—there's cash waiting to be won! Yes, 7500 Cash Prizes, including the big \$25,000.00 Family Sweepstakes First Prize, are still to be won—and your chances are just as good as *anybody's*! Enter now—enter often—keep those entries coming in. The more, the better—and the better your chances of winning real cash! Every entry gets at least a certificate in the big Family Sweepstakes. Get the whole family collecting and swapping "Treasure Tops"

—get complete sets. It's fun for everybody!



WHY PEPSI IS THE DRINK FOR YOU. Quality, flavor, size — Pepsi's got plenty of all three.

Every big, big bottle holds 12 full ounces of finer quality, smoother drinking and there's more for your money. Those are only a few of the reasons why Pepsi hits the spot. You know lots more yourself. Just jot them down on an entry blank—send it in today—keep sending them in.

*Look for hidden
designs under
the cork of
every Pepsi top*



**GET ENTRY BLANKS
AT YOUR STORE!**

*H.D.U.E.P.B.T.

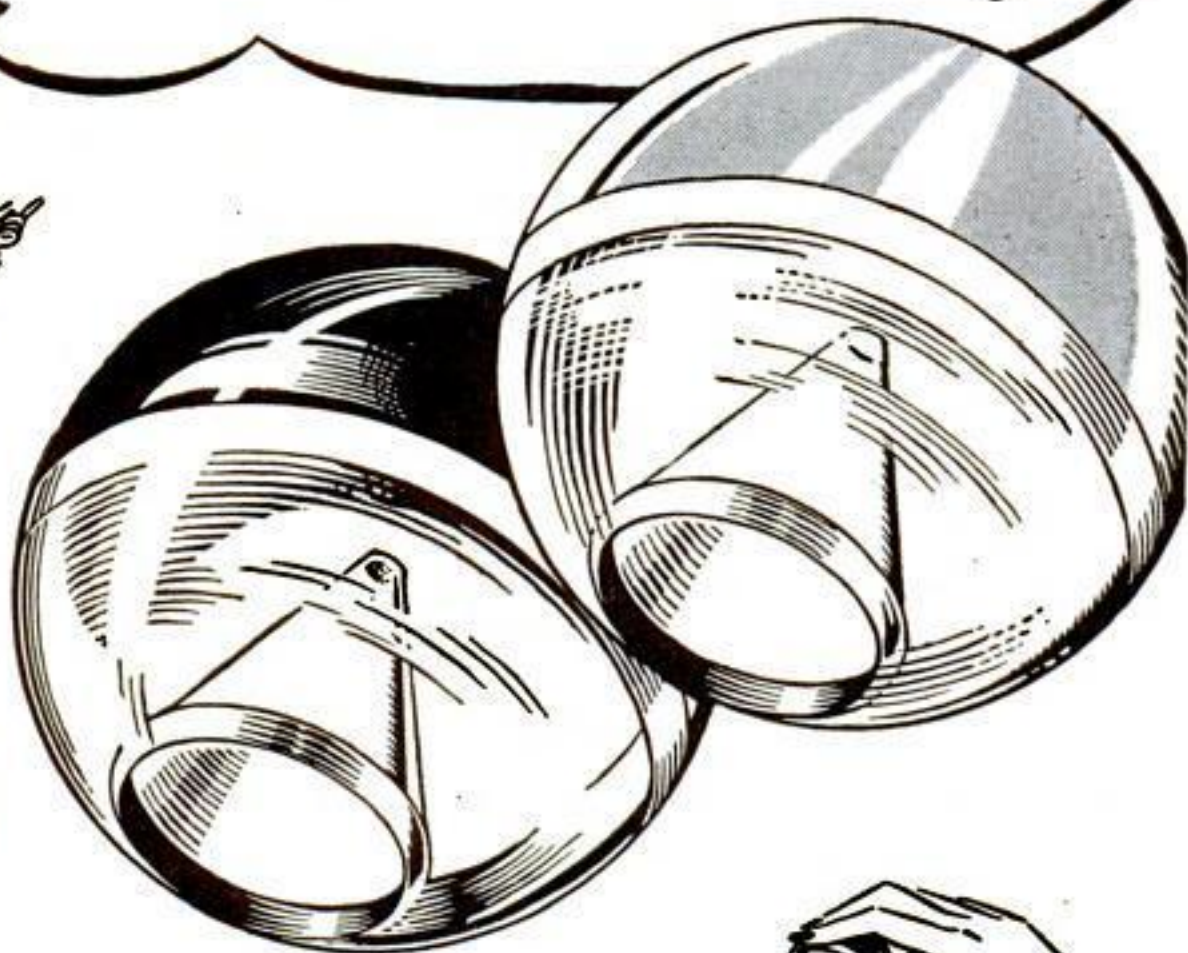


*H.D.U.E.P.B.T.



*Hidden design
under every
Pepsi bottle top.

AMAZING OFFER! WONDERFUL NEW-STYLE SALT & PEPPER SHAKERS!



New **MOISTURE-RESISTANT** Design.
Easy to Fill! Easy to Use!

FOR ONLY 10¢



And The Neck Label From One Bottle of
Snider's Catsup, Chili Sauce or Cocktail Sauce!

● The Snider Folks want *you* to own these handsome new transparent plastic shakers. Sparkling white for salt. Gleaming black for pepper. They'll add beauty to any table setting. And they're so practical too!

Their ultra-modern design helps keep out moisture and prevent clogging. Just a gentle shake, and out comes the salt or pepper through a little funnel in the bottom. With no shaker holes to mar their smooth, shining tops, they

give a pretty "decorator touch" to your table. All this for only 10¢ with one label from around the neck of a bottle of Snider's Catsup, Snider's Chili Sauce, or Snider's Cocktail Sauce. To detach label, slip a knife under it and gently pull it off. If a little sticks to the bottle, mail the neck label in any-how. Send for *your* shakers today!

**THIS BIG BARGAIN OFFER
IS TO GET ALL YOU FOLKS
ACQUAINTED WITH THAT
HOMEY SNIDER FLAVOR!**



Products of
General Foods

**CLIP AND
MAIL THIS
COUPON
TODAY!**

THE SNIDER FOLKS
BOX L-4, BATTLE CREEK, MICHIGAN

Please send one pair of plastic Salt and Pepper Shakers. I enclose one neck label from a bottle of either Snider's Catsup, Chili Sauce, or Cocktail Sauce, and 10¢ in coin.

Name _____

Address _____

City _____

Zone _____ State _____

Offer expires July 31, 1948. Good only in U.S.A. This coupon void in any state, territory, or municipality where prohibited, taxed, or otherwise restricted.

Salvation Army CONTINUED



SLUM CHILDREN peer curiously at three Salvation Army fieldworkers, who have come to invite the children's mother (center) to meeting in new post.

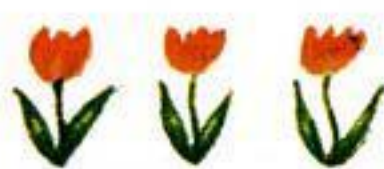


LEARNING TO PRAY, children kneel and repeat prayers after instructors. They are also taught standard kindergarten and grammar-school subjects.

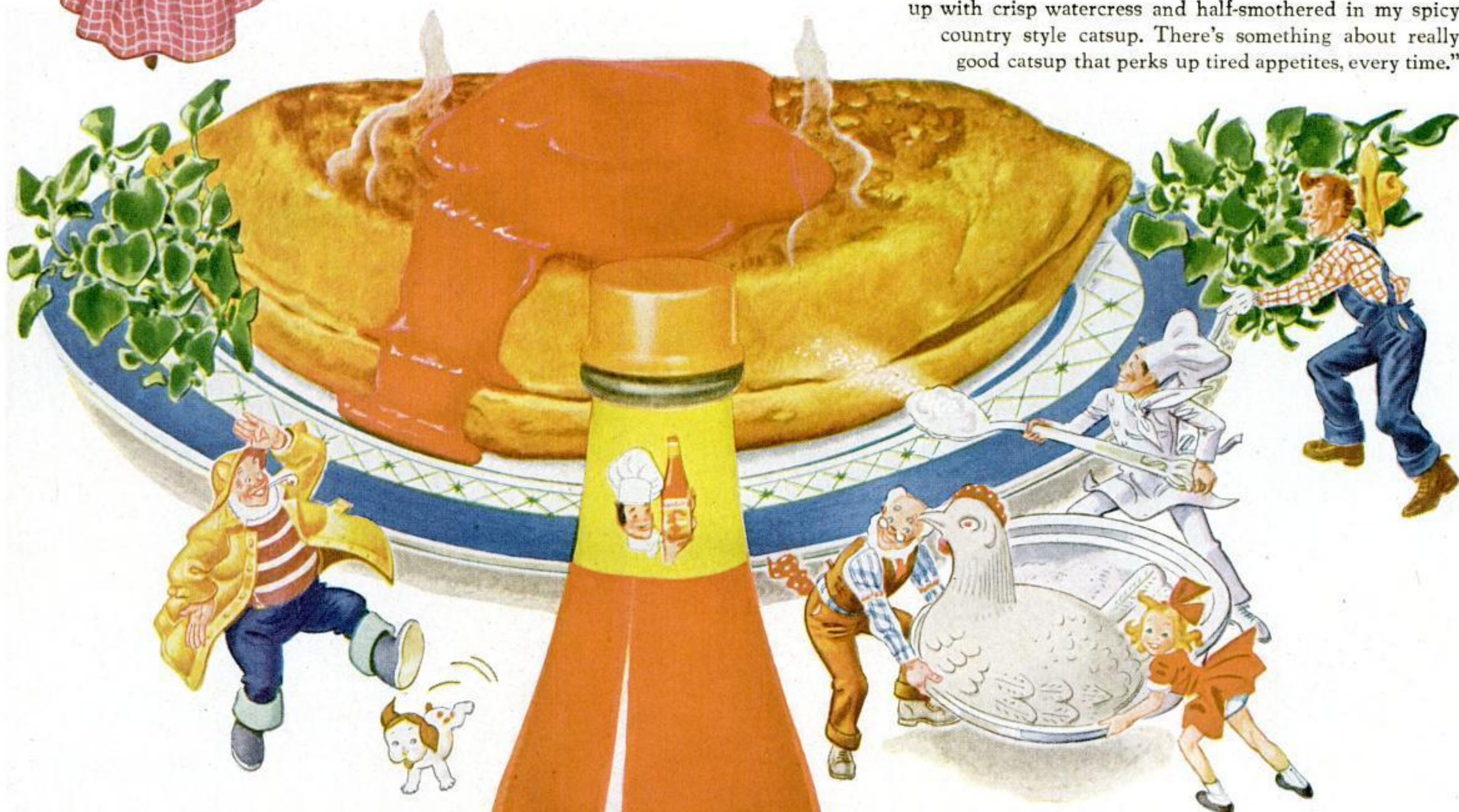


Welcome as Spring!

Fluffy, golden-brown omelette



"Along about this time of year," Grandma used to say, "food that's a change from heavy winter vittles is as welcome as the flowers in spring. Watch folks go for a fluffy omelette, all freshened up with crisp watercress and half-smothered in my spicy country style catsup. There's something about really good catsup that perks up tired appetites, every time."



with Snider's Country Style Catsup

Of course Grandma Snider's Catsup adds zest to 'most any food. It's the real homey kind, made the country way and spiced just so. Not too sweet, not too tart! It even looks homey. Pours smooth as silk, never watery, never blobby. Wonderful catsup!

made from real Super Tomatoes!

It's made from Farmer Snider's Super Tomatoes... big, ripe, red beauties, chock-full of juice. Naturally, Snider's Catsup has become so famous it's outgrown Grandma's kitchen — but it's never outgrown that country style flavor. Ask your grocer for a bottle today. Or better still, ask for two. It goes fast once folks discover it really tastes like home!



Products of General Foods



... If the Snider Folks put it up — it tastes like home

Copyright 1948 by General Foods Corp.

Supersmart

SUPERSORB TOWELS

Such joyous colors, such gala Pacific prints in our spring collection of towels. And such *absorbency*! Ask for Pacific Supersorb Towels by name when you shop. You'll know them by the Pacific label.

LOOK FOR THE PACIFIC LABEL ALSO ON PACIFIC BALANCED SHEETS, PACIFIC SILVER CLOTH, AND ON MEN'S, WOMEN'S AND CHILDREN'S WEAR OF COTTON OR RAYON

Also see Pacific's juvenile towels in circus and nursery prints and our solid-color beauties in handsome pastels!

SUPERSORB
PACIFIC
TOWELS

PACIFIC MILLS, Towel Dept. X4, 214 Church Street, New York 13, N. Y.



A DESPERATE PUBLISHER (CHARLES LAUGHTON) TRIES TO CONCEAL MURDER HE HAS COMMITTED BY TRAPPING THE ONLY MAN WHO SUSPECTS HIM (RAY MILLAND)

MOVIE OF THE WEEK:

The Big Clock

**Cold-blooded magazine executives
mix murder with their journalism**

Paramount's *The Big Clock* is a bizarre story of murder and the magazine business which ends up as a battle of strategy between a powerful publisher (Charles Laughton) and his crime editor (Ray Milland), who is an expert at digging up missing persons. When a blonde is murdered the publisher orders his editor to track down the man suspected of killing her. Since the editor realizes that *he* is the suspect, he is in the touchy position of trying not to put the finger on himself.

The Big Clock has many deft touches to lift it above the ordinary murder movie. Elsa Lanchester

gives a funny performance as a slightly cracked painter swept up in the intrigue (p. 136). Crime Editor Milland manages to turn up criminals the police cannot find, by means of a huge, hideously complicated "clue chart." A Third Avenue bar with a built-in museum provides its share of odd characters. Even Laughton's version of the egomaniacal publisher is a character audiences will not soon forget. Editors and publishers of all kinds, however, will find him, his glittering offices and super high-pressure editorial methods unique. No real journalist could stand the pace.



Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



Your mouth feels fresher, your nose and throat more comfortable, and your cigarettes taste better, with Denicotea. Because the nicotine and tars trapped in the filter never reach your nose and throat.

The ejector model in lustrous aluminum includes 10 crystal filters. \$2 at stores everywhere.

dunhill

DE-NICOTEA

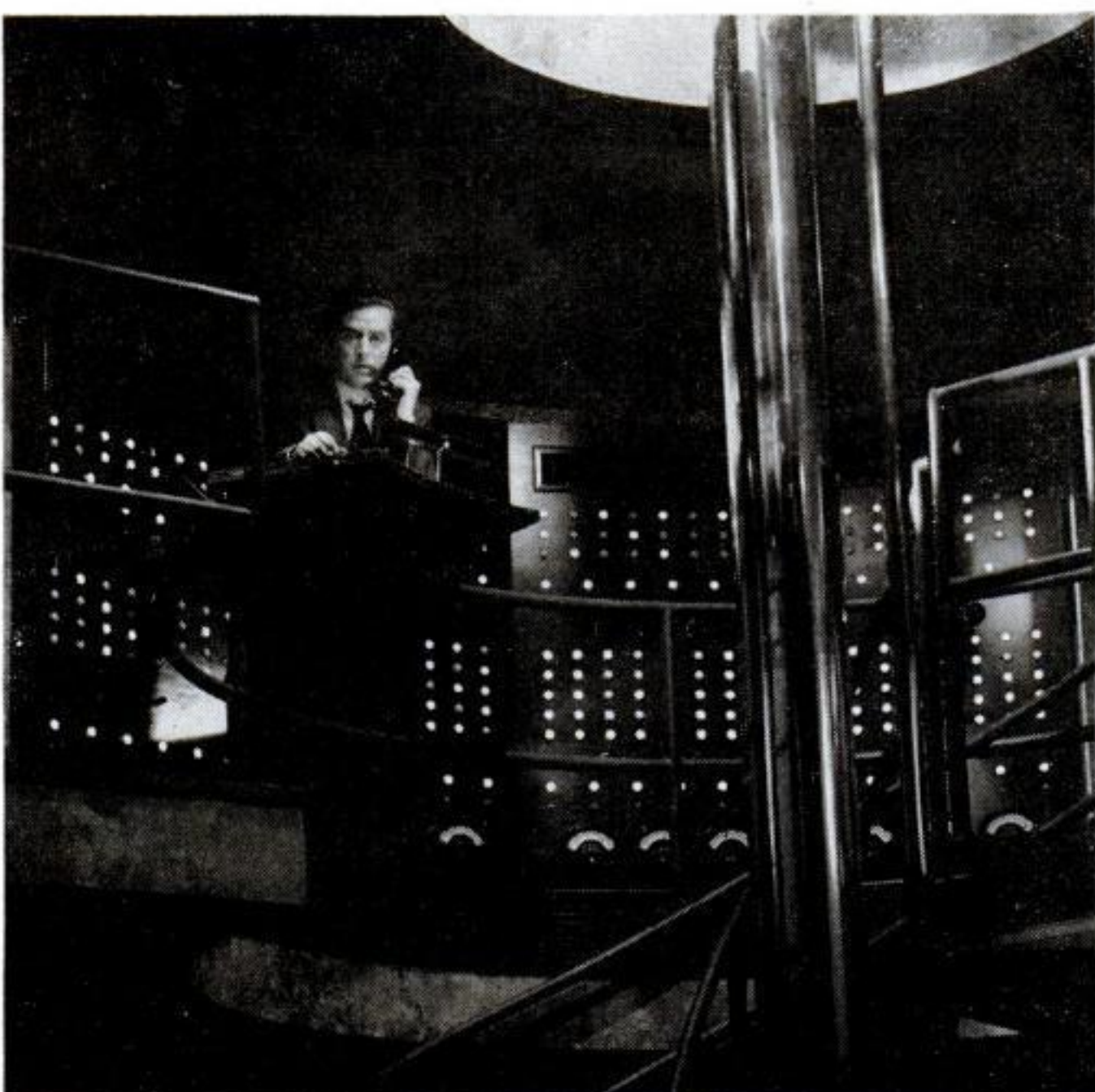
Crystal Filter Cigarette Holder
Alfred Dunhill, 660 Fifth Ave., New York



EDITOR MILLAND is discovered by his wife (Maureen O'Sullivan, center) in the company of a neurotic blonde (Rita Johnson). Later he goes on raucous binge with the blonde, learns next day that she has been found beaten to death.



BODY is visited by an assistant of Publisher Laughton, who actually committed the murder. Publisher declares that woman's escort must have done it, orders Milland to find him. Innocent Milland thus is searching for himself.



TRAPPED in his magazine's skyscraper headquarters, Milland tries to evade capture by police, who think that he is the murderer, and at the same time uncover enough evidence to pin the crime on the publisher. He finally succeeds.



RELIEVE PAIN! COMBAT INFECTION! That's the 2-way help you get from Campho-Phenique, the liquid antiseptic that relieves pain and irritation, too!

APPLY CAMPHO-PHENIQUE QUICK, to minor cuts, burns; cold sores, fever blisters; scratches, and non-poisonous insect bites. Relieves pain and aids Nature to heal by combating infection.

USED BY MANY DOCTORS, dentists and nurses. Ask for "Cam-fo Fen-eek" at any drug counter. It's soothing and stainless. Popular more than 50 years.

CAMPHO-PHENIQUE
THE PAIN-RELIEVING ANTISEPTIC

"BC" RELIEVES HEADACHES FAST!

Your choice—
tablet or powder

The same wonderful combination of fast-acting ingredients in both. Quickly soothe headaches, neuralgic pains, minor muscular aches. Two tablets equal one powder. On sale everywhere. Use only as directed. Keep a package handy!



NOW you can PREVENT RUST and SCALE from forming in your **AUTO RADIATOR**

PROTECT your new car's cooling system from the start... and radiator rust-ups in your old car. Butler De-Scaler has been used with great success industrially for over ten years... proven in thousands of truck and bus fleets. Now available for car owners. Unconditionally guaranteed for one year, will not interfere with anti-freeze or stop leak. Easily installed... available at service stations, garages, and car dealers everywhere. If no dealer near you, write BUTLER ENGINEERING CO., 2620 Rousseau Street, New Orleans 11, Louisiana.

New Fair Trade List Price \$2.95
Butler De-Scalers are also available for use in boilers, home hot water systems, Diesels, etc.



KEEPS WATER CRYSTAL CLEAR
Installed in radiator hose, Butler De-Scaler's Galvanic Cell Action prevents rust and scale throughout cooling system. Removes old rust and scale.

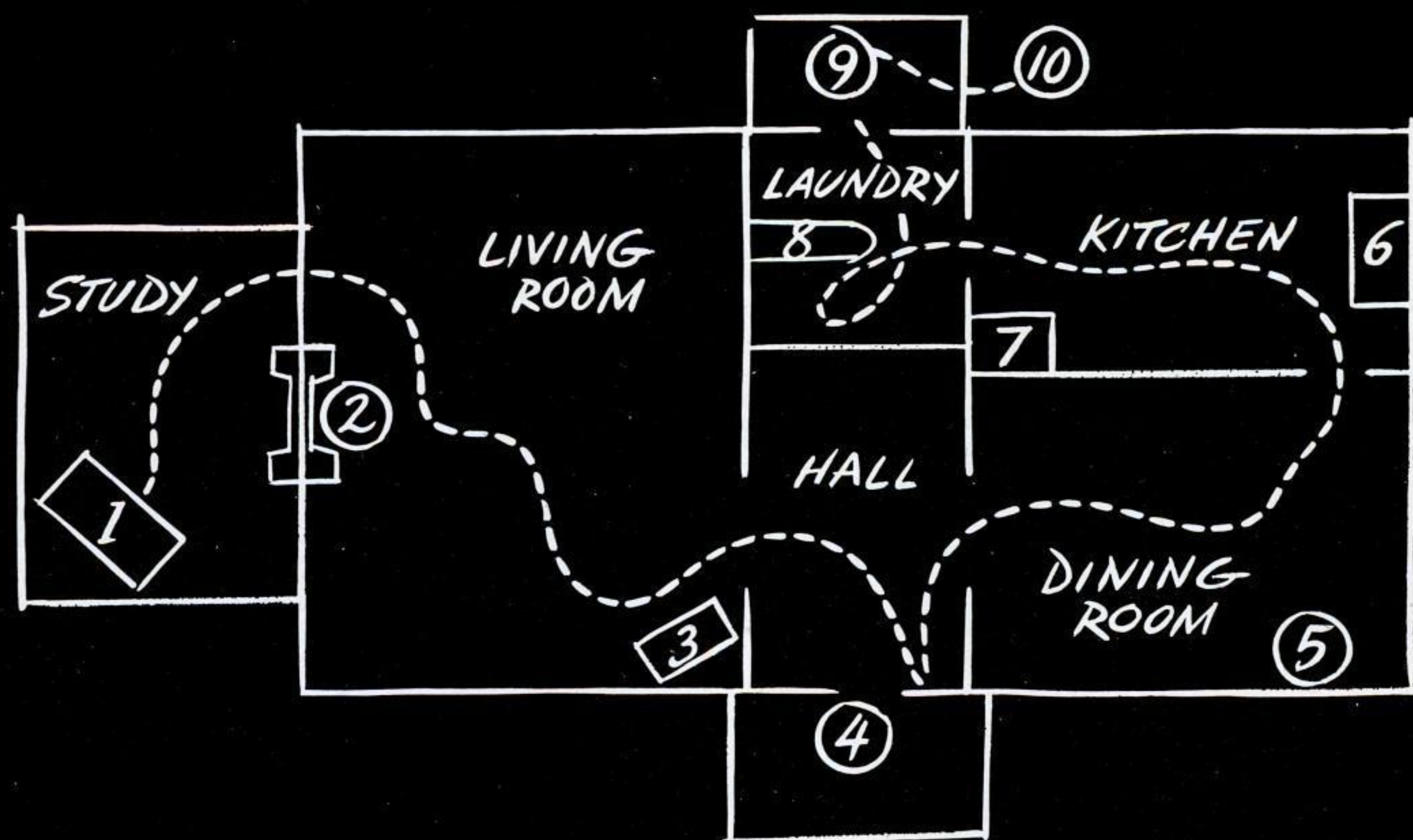


BUTLER De-Scaler



SCENE: First floor of the Hastings home

TIME: The evening of April 9, 1948



1. The desk at which Mr. Hastings opened his monthly bills and wrote an indignant letter to the electric company, protesting against their advertising that the average family gets twice as much electricity for its money as it did twenty years ago.
2. The electric clock at which Mr. Hastings looked to see if he had time to mail his letter before dinner.
3. The family radio, with Junior parked close beside it, listening to "Jerry and the Jeeps."
4. The porch light which Mr. H. switched on to guide the dinner guests.
5. The percolator, ready and waiting to do dinner duty.

6. The electric range, filling the kitchen with appetizing aromas.
7. The refrigerator, from which Mrs. H. was taking trays of tinkling ice cubes.
8. The iron, with which Nancy was pressing a dress for her date.
9. The back porch, on which Mr. H. paused to think things over—realizing that his family *did* use a lot more electricity nowadays, and maybe the company was right.
10. The trash can into which he tossed his crumpled letter.

Listen to the Electric Hour—the HOUR OF CHARM. Sundays, 5:30 P.M., EST, CBS

America's business-managed, tax-paying

ELECTRIC LIGHT AND POWER COMPANIES*

* Names on request from this magazine

Got the **COLD** miseries?

See how Minit-Rub can help you!



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's active menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!



The Modern Chest Rub

Have you heard?

skin-smoothing discovery called finer than Lanolin

vitone

now in

Jergens Face Cream



Doctors' tests show 8 out of 10 complexions beautifully improved with Jergens Face Cream. Now better-than-ever with smoothing Vitone.

Now...it's for you! A softer skin...a smoother skin. Jergens Face Cream contains Vitone...the smooth-skin discovery called finer than Lanolin. See it help your skin to smooth romantic beauty.

Jergens is a cleanser, softener, dry-skin cream...powder base. Enriched with Vitone, costs no more than ordinary creams.

A CLEANSER...
A SOFTENER...
A DRY-SKIN CREAM...
A POWDER BASE...



"The Big Clock" CONTINUED

A PAINTER GUMS UP THE WORKS



AT ANTIQUE STORE Milland, while on a spree with the blonde, spots a painting (upper right) which he likes and goes inside to purchase it. There he finds the slightly demented woman who painted it (played by Elsa Lanchester).



ARTIST BIDS to get painting back but Milland bids higher and wins. Several days later a leg-man for Publisher Laughton finds the artist, learns she saw the unidentified murder suspect (Milland), asks her to paint him from memory.



PORTRAIT turns out to be a complete abstraction because the artist is so grateful to Milland for buying one of her paintings that she refuses to betray him. She slyly tells raging Publisher Laughton that it is an exact likeness.



He gave Nature 100,000 New Ideas

Most of the fruits, flowers, grains, vegetables and nuts that come to your table today are superior to those that grew before Luther Burbank's time. Most people know of his fame, but few know that his genius in cross-breeding plants produced more than a hundred thousand new varieties. His California home was a mecca for Nature lovers and each mail brought him letters and rare specimens of plants and flowers from admirers the world over.

But before Burbank, Anheuser-Busch in 1876 had made a great contribution to the American table—the distinctive taste of Budweiser. It quickly won national and then international fame as a complement to fine food and a compliment to good company.



*It lives with good taste
everywhere*



Budweiser

TRADE MARK REG. U. S. PAT. OFF.

ANHEUSER-BUSCH... SAINT LOUIS



BY APPOINTMENT PERFUMERS TO H. M. QUEEN MARY. YARDLEY, LONDON



To the ends of the earth there's magic adrift on the gentle breeze.

It's "Bond Street," bespeaking graciousness and beauty, and fragrant with romance.

This is the perfume of lovely women everywhere, worldly and exciting in a charming and distinguished way. "Bond Street" Perfume, \$2.50 to \$15.

Toilet Water, \$1.50 and \$2.50. Sachet, \$2.50. Dusting Powder, \$1.50. Talc, \$1. Plus tax.

"Bond Street" by **YARDLEY**



Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.



COMPLETELY SURROUNDED BY BED-LIVING GADGETS, GIRL CONTROLS BLANKET TEMPERATURE AND AMOUNT OF VENTILATION BY PUSH BUTTONS (ON BED, RIGHT)

LIFE IN BED

More popular than ever, it is now aided by a host of gadgets

"The only perfect climate is bed," an anonymous wit once observed. Over the centuries many intelligent people have agreed (*p. 145*). Today the practice of using one's bed not merely as a place to sleep but to work or spend a luxuriously restful holiday, is growing enormously. One reason is the many new devices that make life in bed even more sybaritic than it has been. Demonstrated above, they include such things as adjustable head-

boards, pencil pouches, bedside tables that hold typewriter, papers or make-up accessories, book-cases designed especially to place books or radio within easy reach, good lights, reading stands (*extreme left above*) that can hold book or papers over the bed to be read effortlessly by the occupant, and remote-control cigaret holders (beneath radio) that reduce the danger of bedding fires. Result: the perfect climate is more attractive than ever.

Mealtime Adventures

by BEATRICE COOKE



"Mary, Mary, quite contrary,
What is your garden, lass?"
"It's seven delicious vegetables
And lemon juice—all in a glass!"



That's my "VEGAMATO verse". Sensible, too, for really, VEGAMATO Cocktail is a summer garden all in a glass. Blends the vitamin-rich juices of sun-ripened tomatoes, celery, parsley, carrots, peppers, spinach and beets. Adds a sunny spot of real lemon juice. And Oh my! I promise you — a cool, deep-red glass of sparkling VEGAMATO is the most wonderful meal-starter you ever tasted! Delicious between meals, too. Try it at your table, do! Your family will love to drink a salad ... the VEGAMATO Cocktail way.

Down To Earth
Dishes
That Taste
Like Heaven...



... they're something we're all looking for these budget-minded days. And here's one of my favorites:

Baked Macaroni Loaf Supreme

- 1 package Macaroni (elbow) uncooked
- 3 quarts boiling water
- 1 tablespoon salt 1 teaspoon pepper
- 3 cups Meadow Gold Homogenized Milk
- 1/3 cup Meadow Gold Butter
- 1 1/2 cups soft bread crumbs
- 1/2 cup chopped pimentos
- 3 cups grated Meadow Gold Smoozette Cheese
- 1/2 cup chopped green pepper
- 1/4 cup minced onion
- 6 Meadow Gold Eggs, beaten

Put the tbsp. of salt in the boiling water. Add macaroni and cook 9 min. Drain. Rinse with boiling water. Scald milk and butter; pour over bread crumbs. Add all remaining ingredients except eggs and macaroni. Then add eggs and macaroni and mix well. Pour mixture into greased 2-lb. oven-glass loaf pan. Bake in moderate oven (350°) 1 hour or until knife inserted in center comes out clean. Cool 10 min. Unmold on platter. Garnish with water cress and prunes stuffed with grated carrots and serve with hot Vegamato Cream Sauce. Makes a hearty meal for 4 to 6 people.

I like cooking with fine, firm-yolked MEADOW GOLD EGGS and pure MEADOW GOLD MILK. They're always so fresh and so specially good in quality. And they make things taste richer!



How About a good home-cooked Chow Mein Dinner tonight? So easy to fix! I just pick up a can of LA CHOY BEAN SPROUTS and a can of LA CHOY MIXED VEGETABLES at the grocer's. Then add celery, onions, and seafood or leftover meat, cook about 10 minutes, and serve over crisp LA CHOY CHOW MEIN NOODLES. Nothing to it, when you follow the simple recipe on the LA CHOY labels. I always buy LA CHOY ingredients because they're better quality. And I recommend them to you. I suggest,

too, that you get the free LA CHOY recipe book, "The Art and Secrets of Chinese Cookery". Just send a request to LA CHOY Food Products Div., Dept. B-3, Archbold, Ohio.

"You Haven't Lived Till You've Breakfasted On Swedish Pancakes"

say my Scandinavian friends. I believe they're right! Especially when these paper-thin delicacies are spread with fragrant, churn-fresh Meadow Gold Butter. I always recommend Meadow Gold because I think it has a finer, more del-



icate flavor than any other butter I've tried. Meadow Gold is made only with finest cream from carefully selected herds. And churned in modern creameries as spotless as your own kitchen. In many localities, too, Meadow Gold Butter comes wrapped in aluminum foil which keeps the flavor twice as long. Ask for a pound of Meadow Gold Butter today. You'll say you never before tasted butter so good. (About the Swedish Pancakes. Would you like the recipe? Just ask for it when you send for your free LaChoy Recipe Book.)

"You're The Mom of The Month!"

your family will vote when you treat them all to wonderfully delicious CHOX. True! CHOX is the best hot chocolate you ever tried. Easier on the purse, too, because the pure chocolate, sugar, and fresh whole milk are already there. I know of no other product which can make such rich hot chocolate — and all you add is hot water! Your family'll cheer when you ask your grocer for CHOX!



When April Stirs Your Appetite

... for light desserts, please let me suggest refreshing MEADOW GOLD ICE CREAM! A special freezing process makes this fine ice cream as smo-o-oth as a spring breeze. It's made by a wonderful recipe, too, which calls for lots of cream, whole milk and fresh fruits. Natural foods that little folk need and that make MEADOW GOLD the most delicious and wholesome dessert you ever tasted. Serve some for dinner; hear a chorus of glee from the youngsters!

Copyright 1948, Beatrice Foods Co.

Life in Bed CONTINUED



SWING TABLE shown on preceding page contains make-up kit with mirror, enables owner to prepare for street appearance before arising. Price is \$59.50.



WINDOW VENTILATOR which is controlled electrically enables girl, in effect, to open or close the windows without getting up. It costs \$137 installed.



DOUBLE AND SINGLE BED, custom made by Hale's Bedding Stores for \$1,200, has folding arms, offers its owners a variety of sleeping arrangements.

CONTINUED ON PAGE 142



TO YOUNG WORKING GIRLS — WHETHER IN LOVE OR NOT

When a young girl goes to work, she is apt to look on her job pretty much as a fill-in between maturity and marriage.

Whether in love or not, she's confident that a handsome breadwinner will come along . . . to provide her with a nice combination of bliss and security.

"So why," she may ask, "should I save money out of what I make?"

There are a number of reasons why—all good ones. For example:

(A) The right man might not happen along for some time.

(B) He might not be able to provide quite all the little luxuries a young married woman wants.

(C) Having money of her own is a comfort to any woman, no matter how successfully she marries.

So we urge all working girls—if you're not buying U. S. Savings Bonds on a Payroll Plan, get started now.

It's an easy, painless, and automatic way to set aside money for the future. In ten years, you'll get back \$4 for every \$3 you put in.

Remember, girls—having money of your own may not make you *more* attractive, but it certainly won't make you *less*!

P.S.

Women not on payrolls, but who have a checking account in a bank, should buy their Bonds on the simple, automatic Bond-A-Month Plan.

AUTOMATIC SAVING IS SURE SAVING — U.S. SAVINGS BONDS



Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.

Meet Tawn After-Shave Lotion Face to Face!

Try this unexcelled after-shave lotion today! Enjoy the feeling of confidence only perfect grooming can assure . . . luxuriate in TAWN'S fresh, clean fragrance . . . feel its bracing tingle stimulate the pores of your skin. And if, after trying TAWN LOTION, you are not convinced that this is the finest after-shave lotion on the market, your druggist will cheerfully refund your

75¢

TAWN COLOGNE (Deodorant)	75¢*
TAWN HAIR DRESSING	75¢*
TAWN SHAMPOO	50¢
TAWN TALC	50¢*
TAWN BRUSHLESS SHAVE	50¢
TAWN SHAVING BOWL	1.00
(Refills 50¢)	



*plus federal tax

AT DRUG COUNTERS EVERYWHERE ★ McKesson & Robbins, Inc., Bridgeport, Conn.

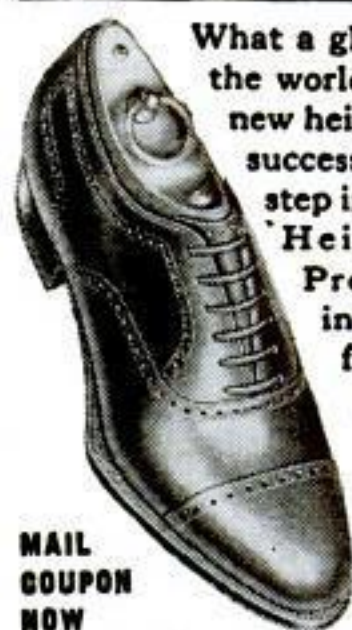
Life in Bed CONTINUED



NEW YORK COLUMNIST Harriet Van Horne, who may listen to 18 hours of broadcasts a day for radio column, uses a pillow with speaker attachment.

**"GROW"
TALLER**

CHANGE TO THE
ORIGINAL AND GENUINE
ELEVATORS
TRADE MARK
HEIGHT-INCREASING SHOES
"YOUR PERSONAL PEDESTAL"
TRADE MARK OF STONE-TARLOW CO., INC.



What a glorious feeling to go UP in the world! What a thrill to rise to new heights of business and social success! And it's so easy. Just step into a pair of "ELEVATORS" Height-Increasing shoes. Presto! You're almost 2 inches taller. Secretly, too, for "ELEVATORS" look and feel like any other smart shoes. It's a fact . . . you don't know what you're missing until you're taller. Why not "grow" taller, today?

MAIL
COUPON
NOW

STONE-TARLOW CO., Inc. Dept. L4, Brockton 68, Mass.
Please send me Free Booklet and name of nearest dealer.

NAME _____
(Please Print)

ADDRESS _____

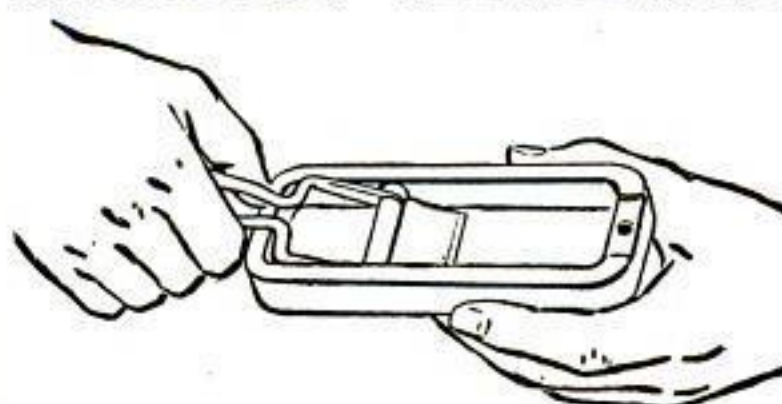
CITY _____ STATE _____

The Original and Genuine "ELEVATORS"
Mfd. in U. S. Exclusively by Stone-Tarlow Co., Inc.
And, under its authority, in
Canada by MacFarlane, Lefebvre, Ltd., Montreal

the only
safety razor
that makes
every shave
to order



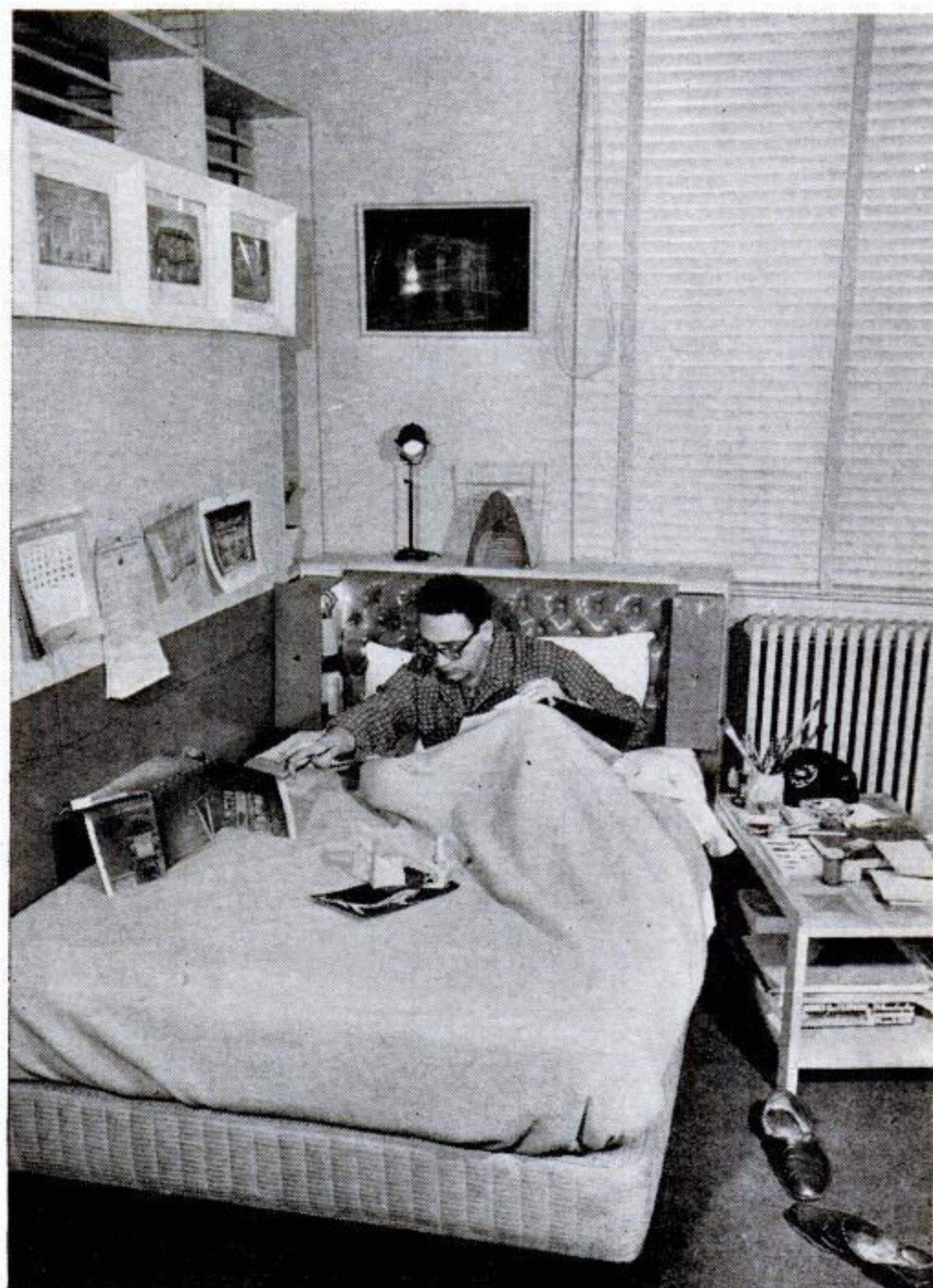
ROLLS RAZOR



... automatic stop and hone "tune up"
the lifetime blade in 27 seconds. \$15
no luxury tax



Service Branches: 33 West 46th Street, New York 19
336 South La Brea Avenue, Los Angeles 36



STAGE DESIGNER Nat Karson works with miniature sets in bed. His conveniences include bulletin board (left), spotlight, headboard compartments.

CONTINUED ON PAGE 145



What does your garden grow?

Some men cultivate flowers... some would rather grow vegetables, and some don't care for gardening at all!

In a whiskey, as in a hobby, personal tastes determine what seems "best." That's why you

alone can decide whether the subtle *difference* in Hunter's flavor will make it *your* favorite.

So try Hunter! For thousands of men who have tried it once, have liked it instantly... and today prefer Hunter to all others.

HUNTER

SINCE 1860

First over the Bars

HUNTER-WILSON DISTILLING COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY. BLENDED WHISKEY, 92 PROOF. 60% GRAIN NEUTRAL SPIRITS.

"LOOK, DAD! They're wearing 'em, too!"

Lee-the 6 to 1 favorite



Lee Matched Shirts and Pants



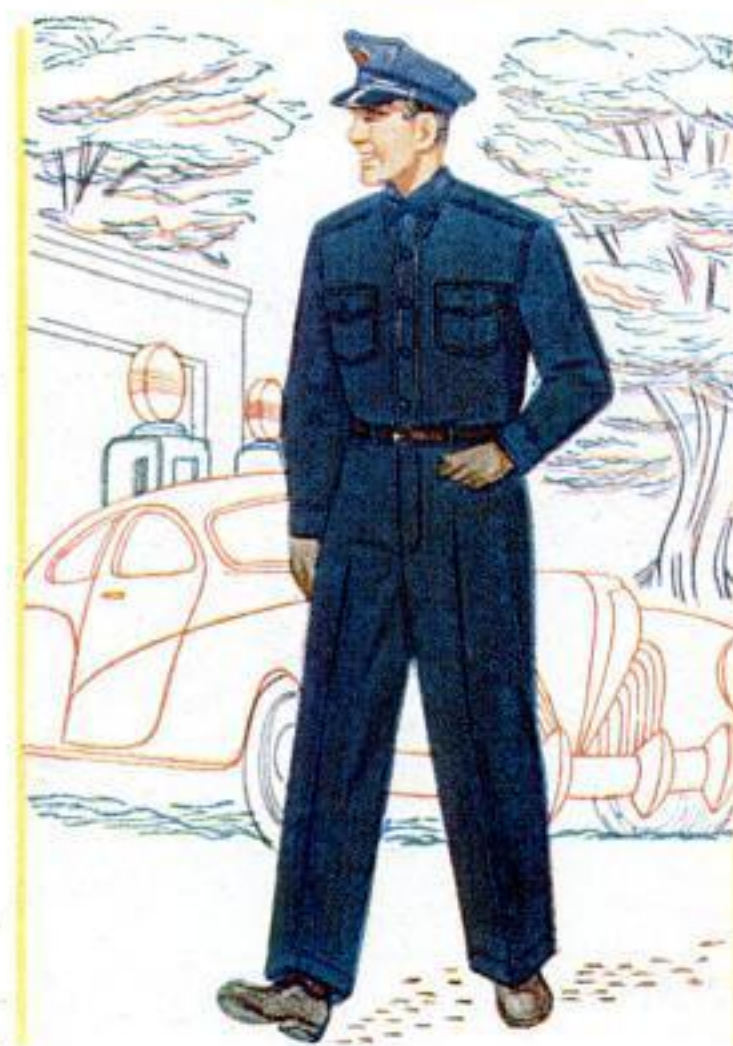
Lee Jelt Denim Overalls



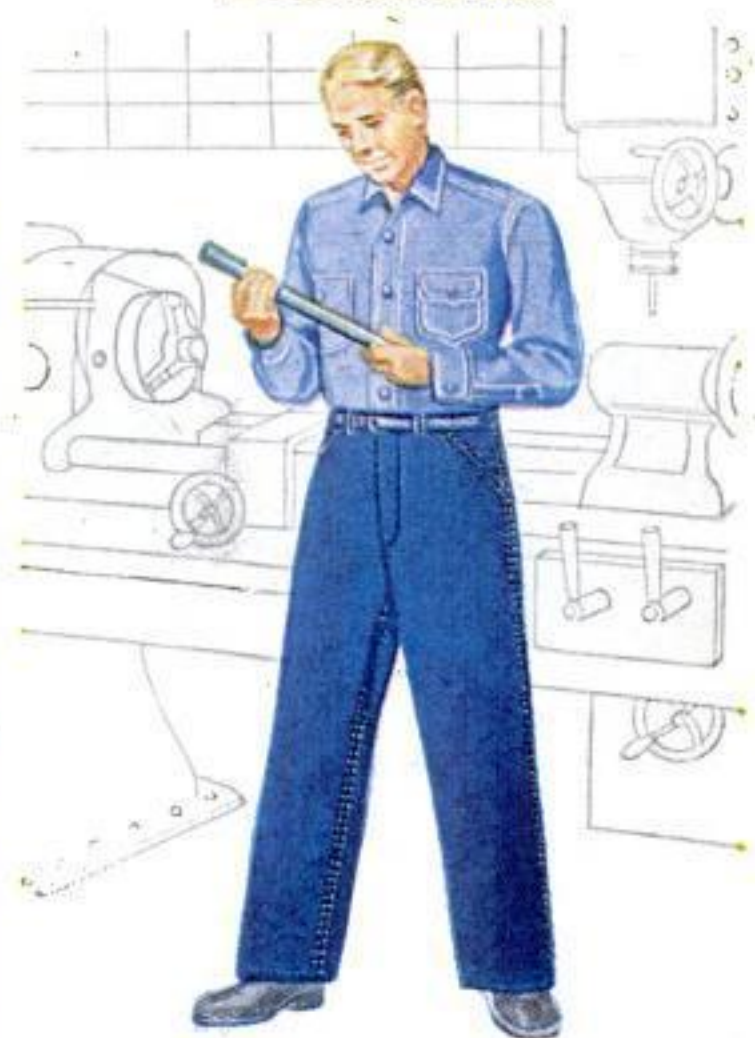
Lee Union-Alls



Lee Riders (Cowboy Pants)



Lee Matched Shirts and Pants



Lee Work Shirts and Dungarees

YOU'LL learn why Lee Work Clothes lead the next brand by "6 to 1,"* once you wear them.

Lee "Tailored Sizes" give you perfect fit whether you're tall, short, slim or stout... they provide you with more comfort and better appearance. Lee fabrics (used only in Lee Work Clothes) wash better and give you longer wear.

HERE'S THE GUARANTEE YOU GET WITH EACH LEE GARMENT... your Lee garment must look better, fit better and wear longer than any other you have ever worn, or you can have a new pair free or your money back.

THERE'S A LEE FOR EVERY JOB!

BUY LEE WORK CLOTHING AT LEADING STORES COAST-TO-COAST

*In a nation-wide survey by a prominent publishing company Lee Matched Shirts and Pants and Lee Overalls were voted the "6 to 1" favorites over the next brand. Lee Union-Alls were voted the "9 to 1" preference over the next brand.



THE H. D. LEE COMPANY, INC.

Kansas City, Mo. • Minneapolis, Minn. • Trenton, N. J.
San Francisco, Calif. • South Bend, Ind. • Salina, Kansas

WORLD'S LARGEST MANUFACTURER OF UNION-MADE WORK CLOTHES

MANY BOOKS WERE BED-WRITTEN



MARK TWAIN was one of literature's most inveterate workers-in-bed. A large portion of his output was produced there, usually with the author in an old-fashioned nightshirt, with tobacco and other conveniences near at hand.



ROBERT LOUIS STEVENSON learned to work in bed because of ill health. He wrote *The Master of Ballantrae* in bed while he was convalescing at Saranac Lake, N.Y. Above Stevenson plays the flageolet, of which he was fond.



ALEXANDER WOOLLCOTT, famed essayist, wit and critic, did much of his omnivorous reading in bed, wrote and frequently thought out ideas for articles there. Above Woollcott is at his island retreat in Lake Bomoseen, Vt.

Doggone nice to have on hand!

RC's refreshing as a breeze!

All dressed up and ready to serve RC!

"RC tastes best!"

says **DIANA LYNN**

One of the six stars in
Producing Artists'
"RUTHLESS"



"The famous cola taste-test convinced me! I tasted leading colas in paper cups, found RC best-tasting by far. So now I always serve RC at home." Only RC gives you all three: 1. Cool refreshment! 2. Two full glasses in each bottle! 3. Best by taste-test quality!



RC is the quick way to say...

ROYAL CROWN COLA

Best by taste-test





RECEIVING LINE formed after the ceremony includes (from left): Song Publisher Redd Evans, Johnny Miller (bass player with King Cole Trio), Hal Fein, Guitarist Irving Ashby, Mingo Hawkins (father of bride), Best Man Ed Coles (groom's brother), Isaac

Coles (groom's brother), the bride and groom, Mrs. Bill Robinson, Matron of Honor Mrs. Herbert Charity (bride's sister), Mrs. Edward Lewis, Mrs. Kenneth Lane, Mrs. Mercer Ellington (Duke Ellington's daughter-in-law), Mrs. John Miller and Mrs. Hal Fein.

Life Goes to a Harlem Wedding

Uptown New York witnesses biggest ceremony in 25 years as Singer Marie Ellington marries Singer Nat Coles

On Easter Sunday nearly 3,000 people squeezed into New York City's Abyssinian Baptist Church to witness Harlem's biggest wedding since the granddaughter of Mme. C. J. Walker (who made millions out of a hair-straightening preparation) was married in 1923. The principals were Marie Ellington, former singer with Duke Ellington (but no relation of the Duke's), and Nat Coles, leader of a well-known radio and recording group called the King Cole Trio. Long before the ceremony open apartment-house windows were filled with curious housewives watching the police clear lanes for the guests' limousines.

When the pastor, Congressman Adam Clayton Powell, arrived with his wife, Singer Hazel Scott, a woman's voice shrilled out, "Move over yourself! After all, he's my congressman too!" After the ceremony at a huge reception 600 guests plowed happily through 75 pounds of coleslaw, 18 turkeys, 20 hams, 18 rib roasts of beef and 197 bottles of champagne and whisky. Notables like Actor Canada Lee, Singer Maxine Sullivan and Mr. and Mrs. Bill Robinson were on hand to toast the newlyweds. Confided the bridegroom, "My knees were really knocking." He had at least one good reason. The wedding cost him close to \$25,000.



CURIOUS CHILD, dressed in new Easter bonnet, cranes her neck to get a good look at the goings-on.



MATRON OF HONOR Mrs. Herbert Charity emerges from a limousine at the church while the policemen hold back the crowds.



CAMERA IN HAND, a young Harlem Easter parader solemnly waits to take a picture of the bride.

So different!

RECIPE FOR

**UNDERWOOD
DEVILED HAM
STUFFED EGG SALAD**

3 hard-cooked eggs 1 teaspoon prepared mustard
Sliced tomato A few drops lemon juice
1 head lettuce French dressing
1 tablespoon melted butter 1 can UNDERWOOD DEVILED HAM

Cut eggs in halves lengthwise. Take out yolks carefully, mash to a smooth paste with UNDERWOOD DEVILED HAM, mustard, lemon juice and melted butter. Refill whites of eggs with this mixture. Place a half egg on a slice of tomato and serve on crisp lettuce leaves with French dressing.

AMERICA'S FAVORITE SANDWICH SPREAD

**UNDERWOOD
DEVILED HAM**

"Branded with the Red Devil... but fit for the gods." Ask for UNDERWOOD DEVILED HAM by name and be sure of finest flavor, delicious all-ham quality.



CONNUBIAL BUSS is bestowed on the bride by her new spouse, Nat Coles, as they start off the dancing at the reception to the tune of *Anniversary Waltz*.



TENDER HUG by the groom almost disarranges his mother's flowery hat. She is Mrs. Edward J. Coles, whose husband is a pastor in North Chicago, Ill.



RESTRAINED KISS is planted by groom on 3-year-old Cookie Lane, a niece of the bride. She acted as flower girl, strewed rose petals during the ceremony.



*if it's Sleeping
you are missing!*

It's time to turn to Ostermoor for glorious, buoyant, relaxing comfort. Spine soothing rest—all night long... Full Innerspring construction.



OSTERMOOR

AMERICA'S QUALITY MATTRESS FOR NEARLY 100 YEARS

ZIPPO LIGHTER FLUID

For a quick light with less refilling, buy ZIPPO FLUID. It never gums up the works. New bell spout flows just right for fast filling without spilling.

AT YOUR DEALER

25¢ (No mail orders)

Also demand ZIPPO Flint.

ZIPPO Windproof LIGHTER

BY THE MAKERS OF

BRADFORD, PA.

Apsco

Pencil Sharpeners

FOR OFFICE, SCHOOL AND HOME. DEXTER, GIANT, PREMIER, CHICAGO AND OTHERS. AUTOMATIC PENCIL SHARPENER CO., ROCKFORD, ILL. LOS ANGELES, TORONTO.



RACE ON SASSAFRAS STREET, PHILADELPHIA, 1752*

Philadelphia

BLENDED WHISKY

The Heritage Whisky



© 1948 C.D.C.

GOOD TASTE THROUGH THE YEARS...

We draw upon treasured reserves to assure you of true pre-war quality!

*From a Series of Historic Paintings Designed for "Philadelphia"—The Heritage Whisky—Famous Since 1894

86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS • CONTINENTAL DISTILLING CORPORATION • PHILADELPHIA, PENNSYLVANIA

Copyrighted material

"Now, I'm free from the muss and fuss
of old-fashioned defrosting"



Manual defrosting is now as old-fashioned as trimming a wick



Every night at midnight the Norge defrosts itself automatically.



Meats remain undisturbed; foods in the sealed freezer stay frozen.



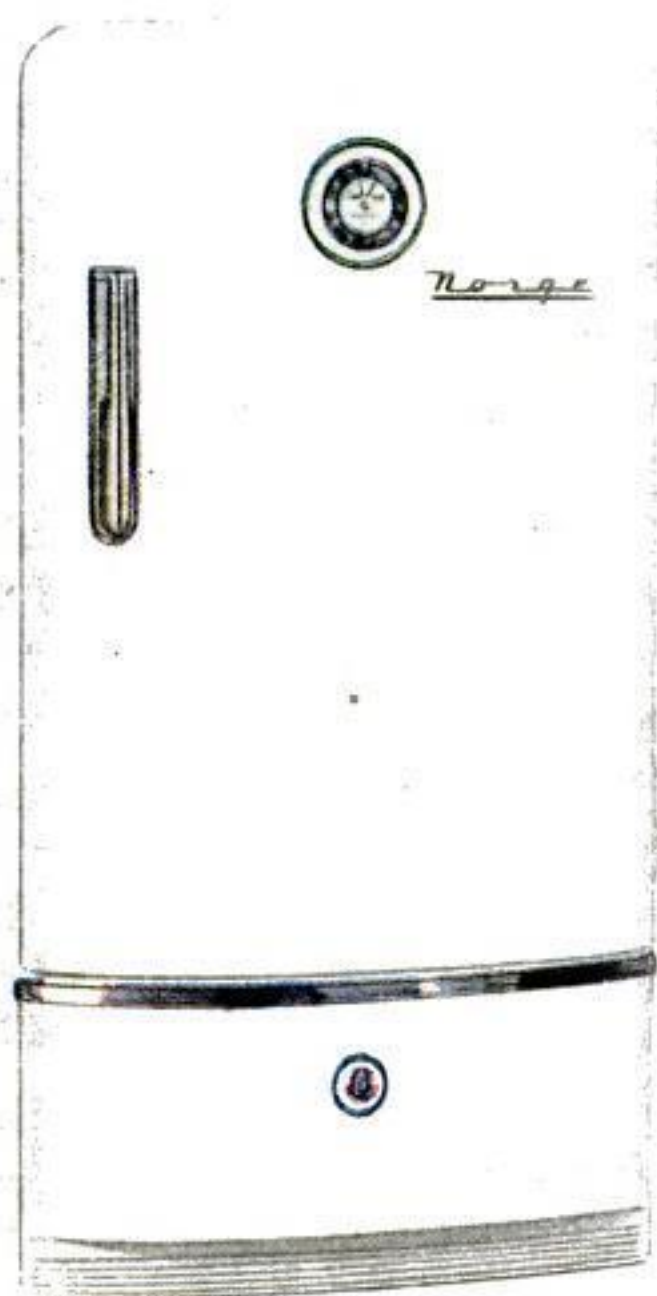
Defrost water is drained into the easy-to-empty Hande-froster.

Only **NORGE** has the Self-D-Froster!

No need for you to defrost; no fuss, no muss, no worry... there you have the reasons why Norge refrigerators equipped with the Self-D-Froster are winning their way into the homes and hearts of America! Only Norge has the Self-D-Froster—only in a Norge is the electric current turned off *each night* for a sufficient length of time to allow the light film of frost on the freezer to melt away, and then turned on again, automatically. And only Norge owners enjoy the benefits from this and from other great Norge inventions and developments! "The best dealer in town sells Norge"—and is conveniently listed in your telephone directory. Norge Division, Borg-Warner Corporation, Detroit 26, Michigan. In Canada: Addison Industries, Ltd., Toronto, Ontario.

A BORG-WARNER INDUSTRY

REFRIGERATORS • ELECTRIC RANGES • GAS RANGES • WASHERS • WATER HEATERS • HOME FREEZERS • HOME HEATERS • WATER COOLERS



MAN RAVES



about that distinctive tangy flavor of **CHEEZ-IT** crackers!



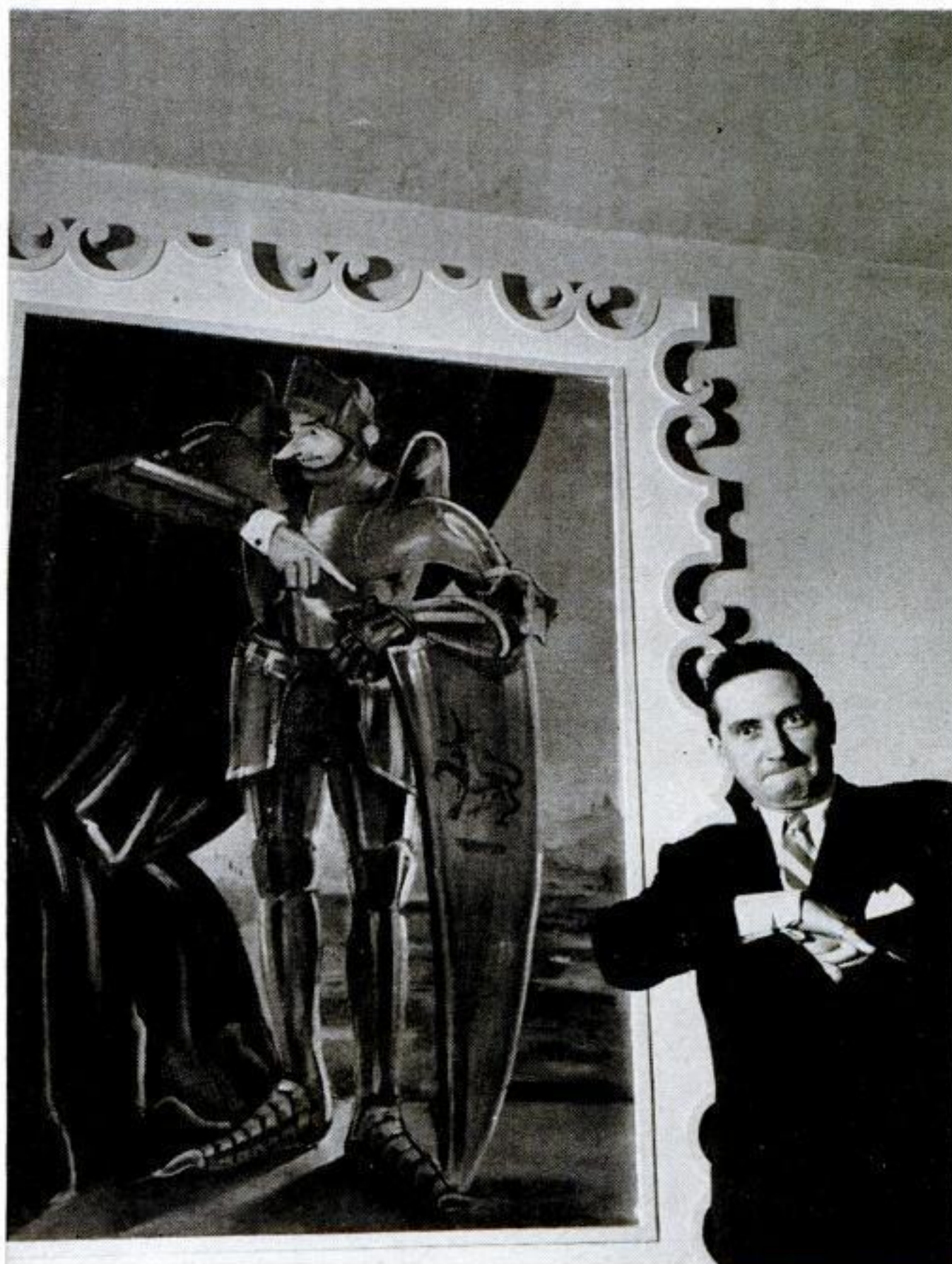
America's largest selling cheese cracker!
A Quality Product of Sunshine Biscuits, Inc.

La BOHEMIE
CALIFORNIA
WINES



**AMERICA'S
GREATEST
WINE VALUE**

© 1947 La Boheme Vineyards Co., Fresno, Calif.

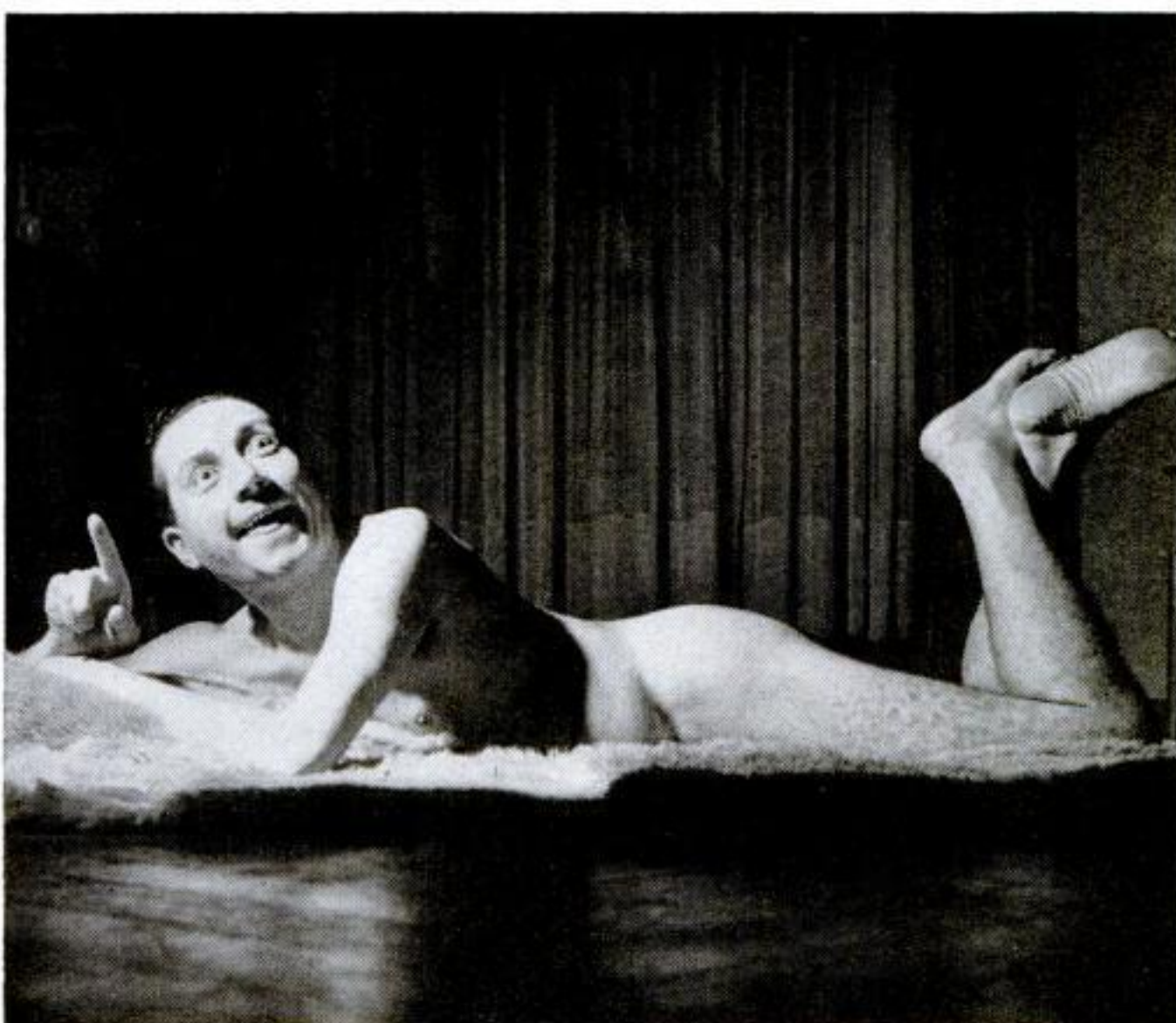


JEAN RIGAUX LOOKS TWICE AS SILLY AS HIS OWN MOCK-HEROIC PORTRAIT

SLAPSTICK FRENCHMAN

Jean Rigaux is the funniest thing in France

Today the most popular comedian in France is a droll, shovel-nosed cabaret entertainer named Jean Rigaux, who looks a little like Bob Hope and sounds something like a Parisian Will Rogers. With astute political satire and a rare gift for mimicry, Rigaux nightly convulses the diplomats, generals and assorted aristocrats who jam Le Vernet, his small cabaret off the Champs Elysées. Currently M. Rigaux's most successful act, performed amid the pleasant popping of champagne corks at \$20 a pop, is his "explanation" of the Marshall Plan (*next page*).



AS A BABY Comedian Rigaux assumes the classic pose often inflicted upon defenseless, unclothed infants by doting parents, both French and American.

SWANSON



ALL MEAT! And every ounce richly delicious. Turkeys fresh from Swanson's own flocks, boned, cooked and flavor-sealed. Ready to eat, hot or cold in main dishes, salads or sandwiches.

SWANSON



CORN-FED Nebraska and Iowa chickens, boned raw and cooked in the container. No bones! Ideal creamed, in croquettes, pot pies, a la king or for salads and snacks.

SWANSON



QUICK-FROZEN and pan-ready, the best chicken you ever tasted! Every one U. S. Government inspected. One of many superb Swanson quick-frozen poultry foods!

AT YOUR FOOD STORE

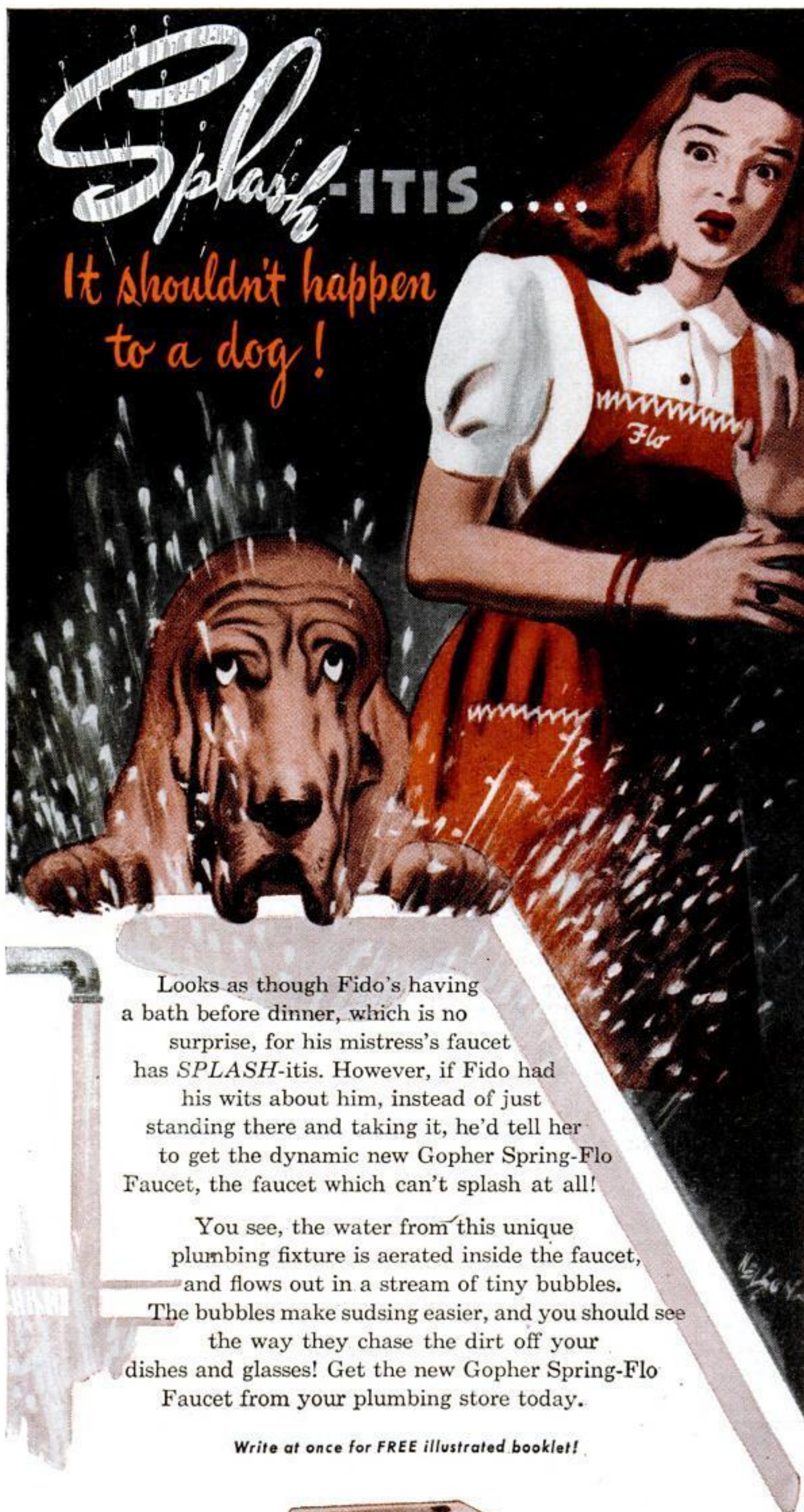


C. A. SWANSON & SONS
OMAHA, NEBRASKA

CONTINUED ON NEXT PAGE

Splash-ITIS.....

It shouldn't happen to a dog!



Looks as though Fido's having a bath before dinner, which is no surprise, for his mistress's faucet has *SPLASH*-itis. However, if Fido had his wits about him, instead of just standing there and taking it, he'd tell her to get the dynamic new Gopher Spring-Flo Faucet, the faucet which can't splash at all!

You see, the water from this unique plumbing fixture is aerated inside the faucet, and flows out in a stream of tiny bubbles. The bubbles make sudsing easier, and you should see the way they chase the dirt off your dishes and glasses! Get the new Gopher Spring-Flo Faucet from your plumbing store today.

Write at once for FREE illustrated booklet!



Available also in style shown for deck type sinks

UNION BRASS & METAL MFG. COMPANY, INC.
St. Paul 3, Minnesota

MAKERS OF QUALITY PLUMBING SPECIALTIES SINCE 1892

Slapstick Frenchman CONTINUED

RIGAUX'S MARSHALL PLAN



"THE MARSHALL PLAN!" Rigaux smites brow. "What does it mean?"



"I'LL CALL MARSHALL!" he says brightly. "He is the man who knows!"



"MARSHALL DIDN'T KNOW!" Rigaux pulls long Marshall upper lip.



"BUT I KNOW! First they make us take stock of our French resources."



"WHAT HAVE WE GOT?" asks Rigaux. He answers, "Naturally, nothing. But the Americans send over material just the same and the French always promise to pay. Result? These Americans come out on top anyway. Why, because we didn't pay them for the first war, they were able to fight the second."

SUNNY SAYS :

*For quality that wins your favor
Try Schenley's Sunny Morning Flavor*



**Next round, enjoy the luxury of
Sunny Morning Flavor!**

Mellow and golden as morning sunshine,
Schenley is especially created for your luxurious
enjoyment. Schenley's unmatched blending
skill and rare whiskey reserves make every
precious drop a compliment to your good taste.

SCHENLEY

FOR SUNNY MORNING FLAVOR



A Schenley Mark of Merit Whiskey



*Now available in
the distinctive
decanter as well
as the familiar
round bottle. In
both, traditional
Schenley quality.*

Pre-War Quality Blended Whiskey 36 proof. 65% grain neutral spirits. Copr. 1948, Schenley Distillers Corp., N.Y.C.

*L.S./M.F.T.
Lucky Strike means Fine Tobacco*



Lucky Strike *presents* **The Man Who Knows —**
The Tobacco Auctioneer

"I **SPEAK** as an eye-witness when I say that season after season, I've seen the makers of Lucky Strike buy fine, ripe, mellow leaf... the kind of tobacco that makes a swell smoke."

J.M. Ball

J. M. Ball, independent tobacco auctioneer of Winston-Salem, N. C., has been a Lucky Strike smoker for 29 years



LUCKY STRIKE MEANS FINE TOBACCO

So round, so firm, so fully packed — so free and easy on the draw

COPR., THE AMERICAN TOBACCO COMPANY